

Annex IBooth needs and specs

Dates: June 27nd-29th, 2024

Stand details:

Stand number: CG-010

Front (in m): 8

Depth (in m): 7

Total area (in m²): 42

Stand type: 2 sides open

Institutional partners:

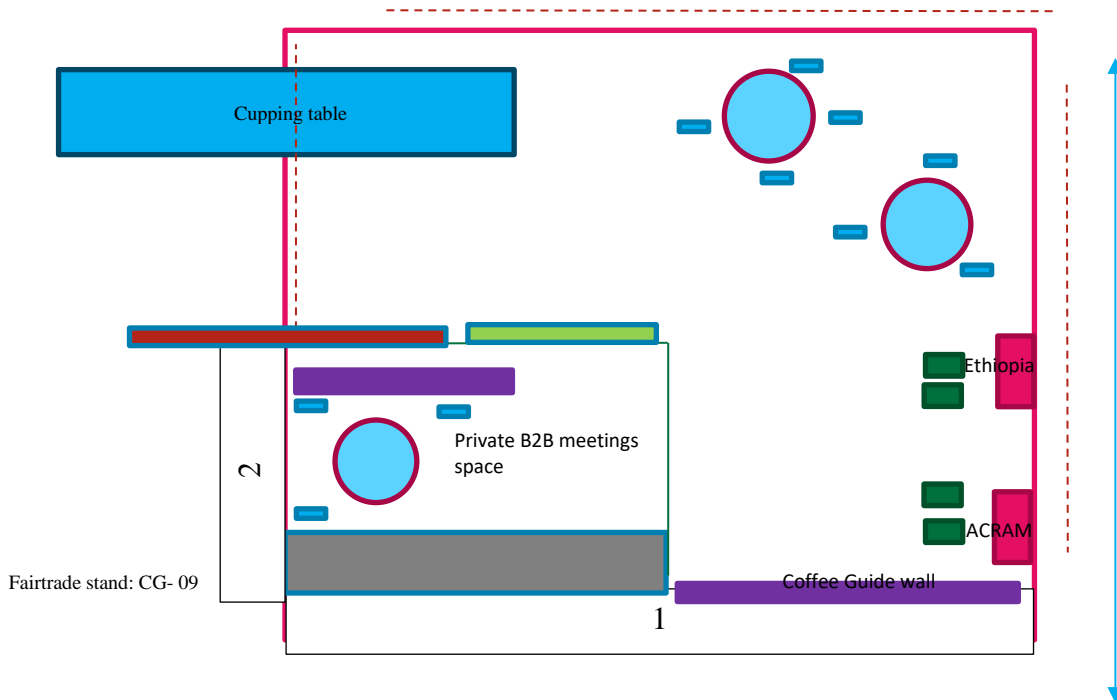
- Donors: Netherlands Trust Fund, EU, ACP, ACRAM
- Institutional partners: CLAC, FT International and FT Africa

Objectives:

- Engagement of potential buyers and traders for producers under ITC projects: Ethiopia, West Africa, and Golden Cup (CLAC + FT Africa)
- Promotion of the Coffee Guide across the sector
- Offer ongoing cupping session in the stand to coffee professionals
- Showcasing partnership with Fairtrade International and CLAC (neighbors on the left), while keeping each institutions identity and branding clear

Sketch





Legend:

- Open walls: - - - - -
- Close wall: 1 + 2
- Corridor (people passing): →
- Highchairs: ■
- Exhibition furniture companies (counters): ■
- Chairs —
- Round table for meetings with chairs: ○
- Background with printed branding:
- Storage room: ▬
- Coffee bar ▬
- Branded wall: Coffee Guide ▬
- Screen (1): ▬
- Table for cupping, with storage space: ▬

Equipment, decoration and furniture:

- 3 round tables for meetings
- 10 regular chairs
- 4 tall chairs
- 2 furniture for exhibition (counters)- Branding of projects (logo and image)
- Electric hook-up
- One screens: big for open space (showing videos)
- 1 Furniture to display brochures and postcards
- 1 table for cupping
- 1 table for cupping material (with storage space below). Will require sufficient space for 5 gallon water jug underneath. Hole drilled in top of counter for electrical cable (s
- Lights for the walls

Main title banner (top of the booth)

- ITC Alliances for Action

including logos of ITC Alliances for Action, the Ministry of Foreign Affairs of the Netherlands, EU, ACP, CLAC, FTI, FTA Africa

Annex I:

Logos:







ALLIANCES
FOR ACTION

Stand design ITC 42sqm @ WOC Copenhagen 2024





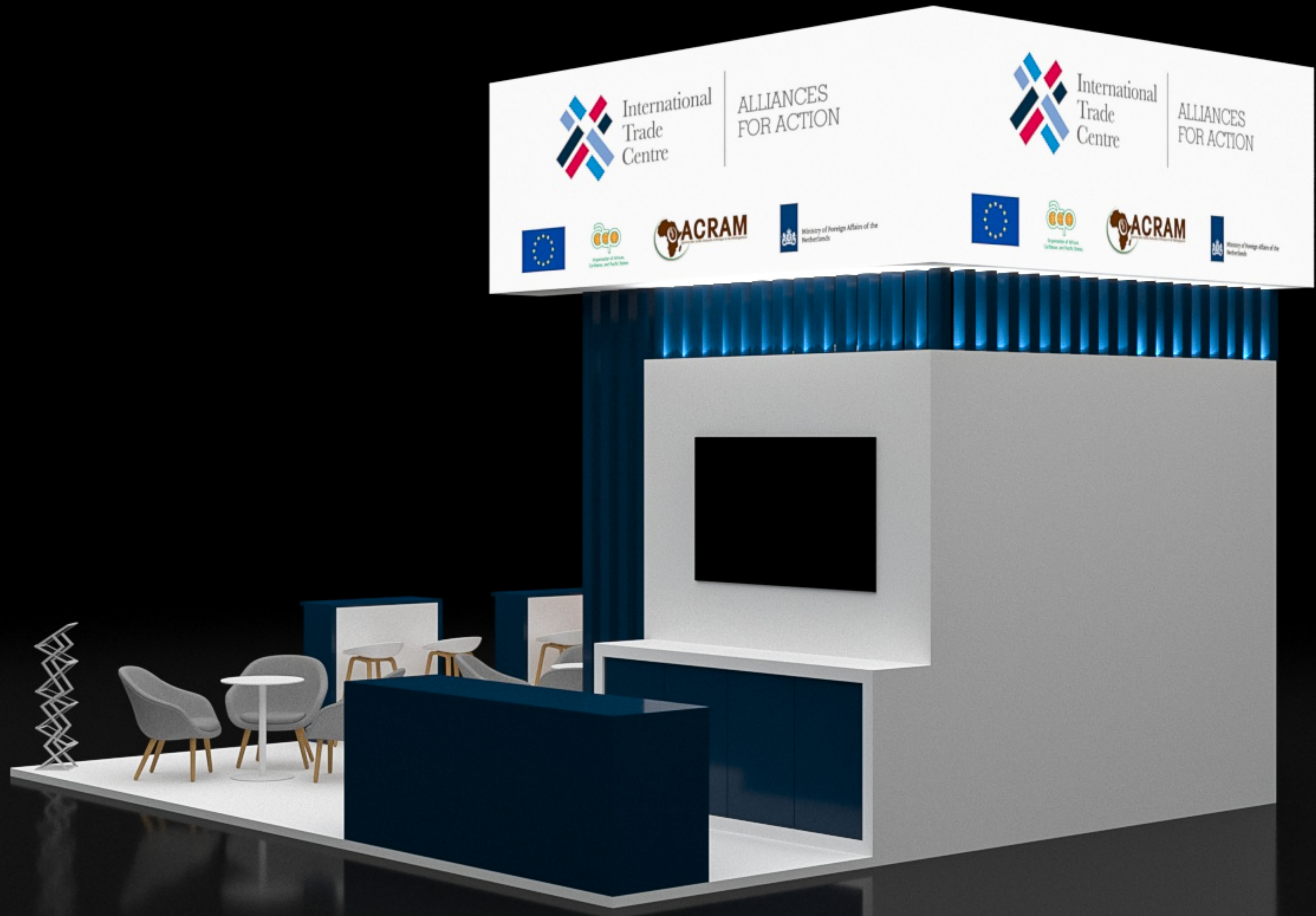
International
Trade
Centre

ALLIANCES
FOR ACTION



Ministry of Foreign Affairs of the
Netherlands









Thank You

contact@newcom-exhibitions.com

E-mail

+33 970 444 894

Phone

101, A2, Dubai Silicon Oasis - UAE

Address