

## CAFFLANO stand requirements for Ambiente 2019 (8 – 12 Feb. 2019)

### Exhibition Goal

- Showcase new concept coffee makers to new buyers
- Show how easily Cafflano products make great coffee anywhere (full demo)
- Attract people with eye-catching images & video clips on TV

### Cafflano products (on Instagram)

- (1) **Cafflano® Klassic** : All-in-one **Pour-over (hand drip)** Coffee Maker
  - [www.instagram.com/cafflanoklassic](http://www.instagram.com/cafflanoklassic) (@CafflanoKlassic)
- (2) **Cafflano® Kompact** : **Immersion-Press** Hot & Cold Brewer
  - [www.instagram.com/cafflanokompact](http://www.instagram.com/cafflanokompact) (@CafflanoKompact)
- (3) **Cafflano® Kompresso** : Handheld **Espresso** Maker
  - [www.instagram.com/cafflanokompresso](http://www.instagram.com/cafflanokompresso) (@CafflanoKompresso)

For more details of our products, please refer to below link (dropbox)

### Cafflano - Product presentation

<https://www.dropbox.com/sh/idr3dmpdrv0chb9/AAAavyBDQ8jlbFMVzocnWA4ra?dl=0>

### Cafflano Portal

- Homepage : [www.cafflano.com](http://www.cafflano.com)
- Instagram : [www.instagram.com/cafflano.official](http://www.instagram.com/cafflano.official)
- Facebook : [www.facebook.com/cafflano](http://www.facebook.com/cafflano)
- Twitter : [www.twitter.com/cafflano](http://www.twitter.com/cafflano)
- YouTube : Cafflano (channel)

### Cafflano Awards



### Cafflano Target market

- Coffee
- Outdoor
- Kitchenware
- Gift

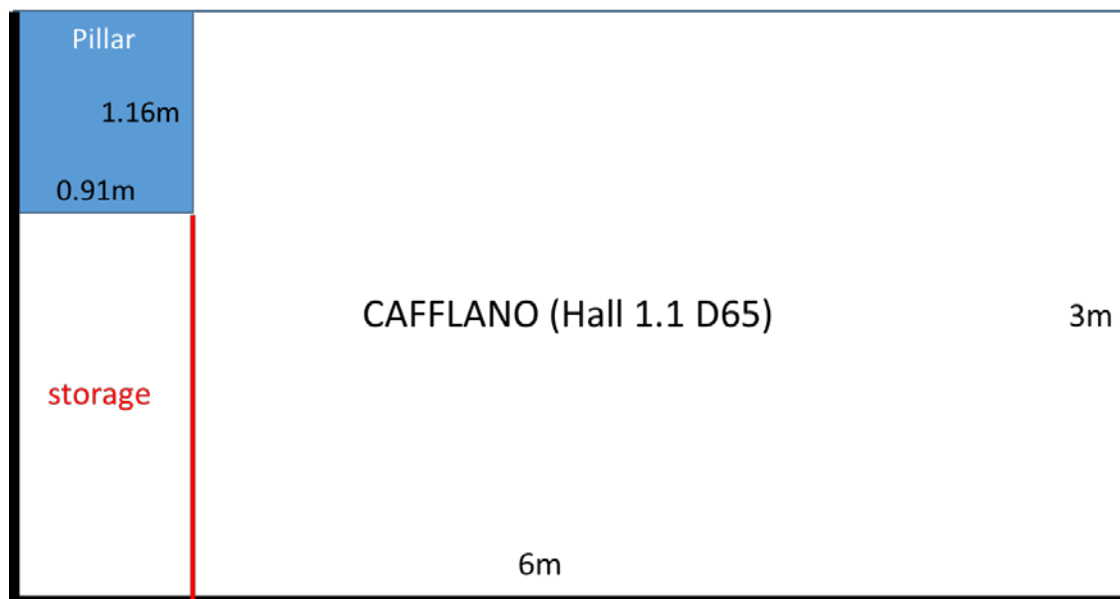
### Booth Concept

- Cool outdoor background (or home café or clean kitchen)
- Simple but eye catching
- Cost effective
- Need your new design idea !!!!!

As our portable coffee makers address quality coffee anywhere, the outdoor background (or home café) could be ideal for our booth concept. We tried the outdoor concept last year (refer to below photo), but not good enough and we aim to have better design for Ambiente 2019. We can provide various images of our products being used outdoors.



**Cafflano Stand at Ambiente 2018 (not good enough!!!)**



**Cafflano Stand (2 sides open) at Ambiente 2019**

Due to the pillar, the actual size of our stand is 5m x 3m when the wall partition next to pillar makes storage area (left of red line)

In our booth, we need at least ;

- Three demo tables (WxDxH = 100x50x100cm or 80x50x100cm) & 2 high chairs for full demo of our products
- One table (WxDxH = 50x50x50cm) for coffee grinder, electric kettle & electric power (2~3kW)
- One TV stand or hanging on wall (40" will be brought from us if rental cost too high)
- Product displays on shelves or on boxes/tables
- Corner cabin (storage, next to the pillar)
- 2 walls can be covered by our product images (outdoor) or any new designs from you
- Floor can be covered with cheap carpet as we spill coffee easily. (dark grey, etc.)
- 3 chairs & tea table if space allows

We don't want to make our booth too fancy but simple, bright, attractive, practical for product demo & display. Our visitors don't need to be sitting inside our booth as they mainly stand in front of our demo tables, TV display.

**Invoice Address (our headquarter)**

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