



**22ND AFRICAN
FINE COFFEES**
CONFERENCE & EXHIBITION
3RD AFRICAN COFFEE WEEK

4 - 6 February 2026
Addis Ababa, Ethiopia

EXHIBITORS' MANUAL

INTRODUCTION

22nd African Fine Coffees Conference & Exhibition (AFCC&E)

Addis Ababa, Ethiopia | February 4-6, 2026

The **African Fine Coffees Conference & Exhibition (AFCC&E)** is Africa's largest coffee trade platform, bringing together more than 2,000 regional and international coffee professionals – including producers, roasters, buyers, traders, experts, and enthusiasts. The annual event also attracts key representatives from the public and private sectors, governments, and development organizations.

The upcoming edition once again promises an exceptional lineup of international and regional speakers, a dynamic exhibition hall, hands-on workshops, exclusive B2B cupping sessions, and vibrant social events. It will also feature the **Africa Barista Championship** and the **Regional Taste of Harvest Competition**, celebrating coffee excellence across the continent.



4 - 6 February 2026
Addis Ababa, Ethiopia

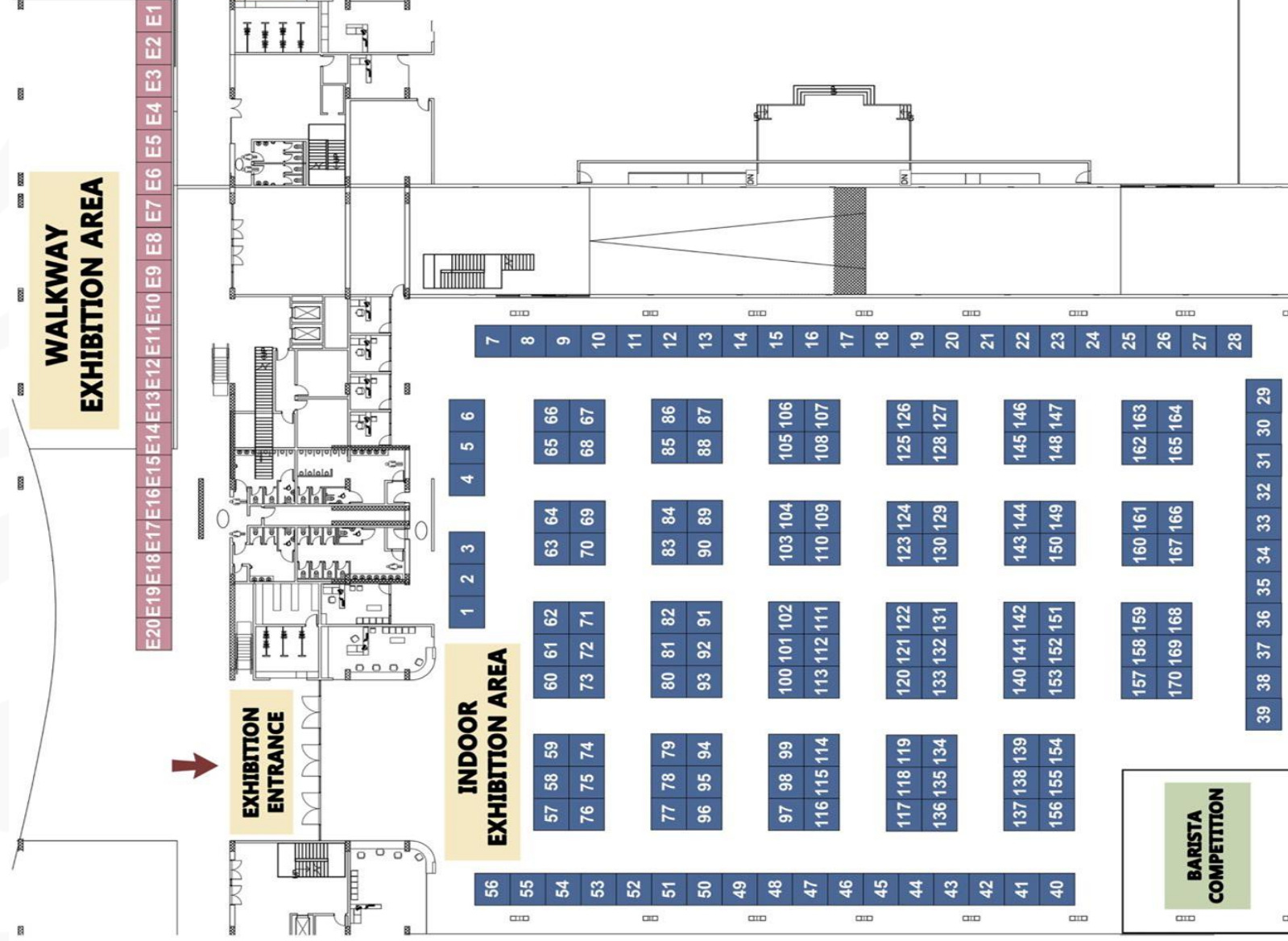




EVENT VENUE

- **Location:** Addis International Convention Center (AICC), Addis Ababa, Ethiopia
- **Accessibility:** The AICC is fully accessible to all attendees, including those with disabilities.
- **Parking and Transportation:** Ample parking is available on-site. The venue is easily accessible via public transportation, including buses and taxis.

FLOOR PLAN



EXHIBITION BOOTH INFORMATION

Regular Booth: 3mD x 3mL

Each booth contains:

- One branded information counter: 0.8mWx0.87mH
- Fascia branding with exhibitor logo
- One coffee table with three chairs
- One power source
- Three spotlights
- One waste bin
- Two Exhibitor Badges (full conference access)
- Five Day Passes (one day access)



EXHIBITION BOOTH INFORMATION

Premium Booth: 3mD x 6mL

Each booth contains:

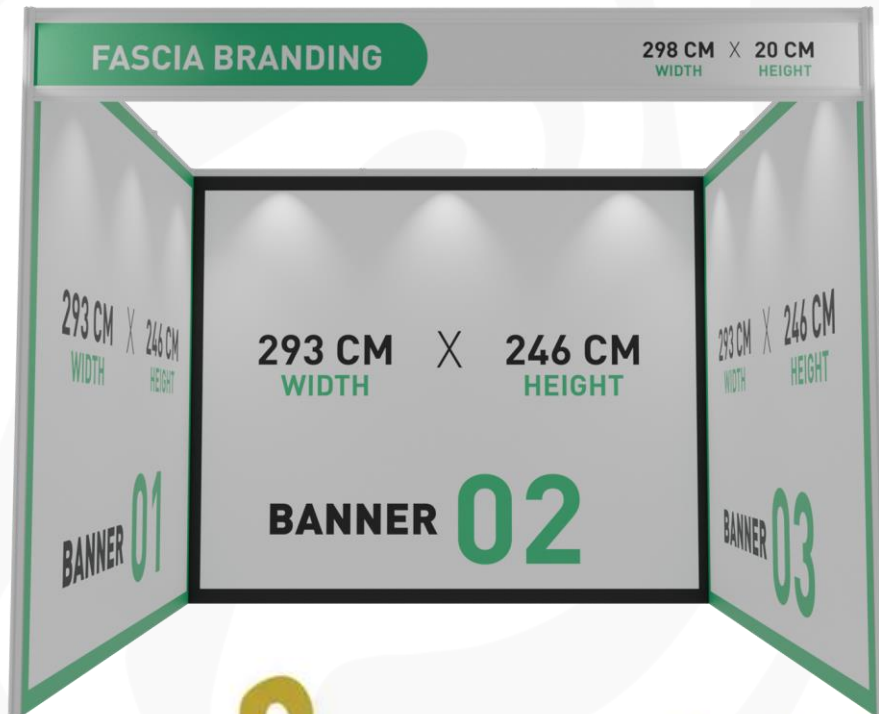
- Two branded information counters: 0.8mWx0.87mH
- Fascia branding with exhibitor logo
- Two coffee tables with six chairs
- One power source
- Six spotlights with cabling
- Two waste bins
- Four Exhibitor Badges (full conference access)
- 10 Day Passes (one day access)



BRANDING GUIDELINE OPTIONS-3mWx3mL

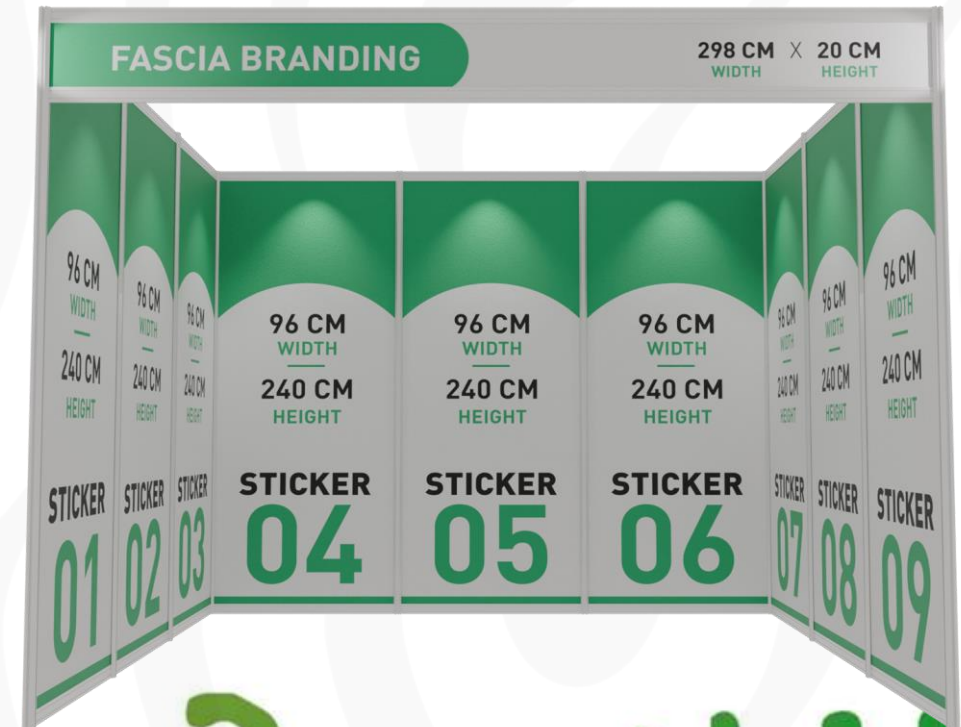
Banner branding:

- The U-shaped booth has 3 identical panels for banners.
- Each banner has a dimension of 293cm by 246cm.
- Fascia branding dimension of 298cm by 20cm.



Sticker branding:

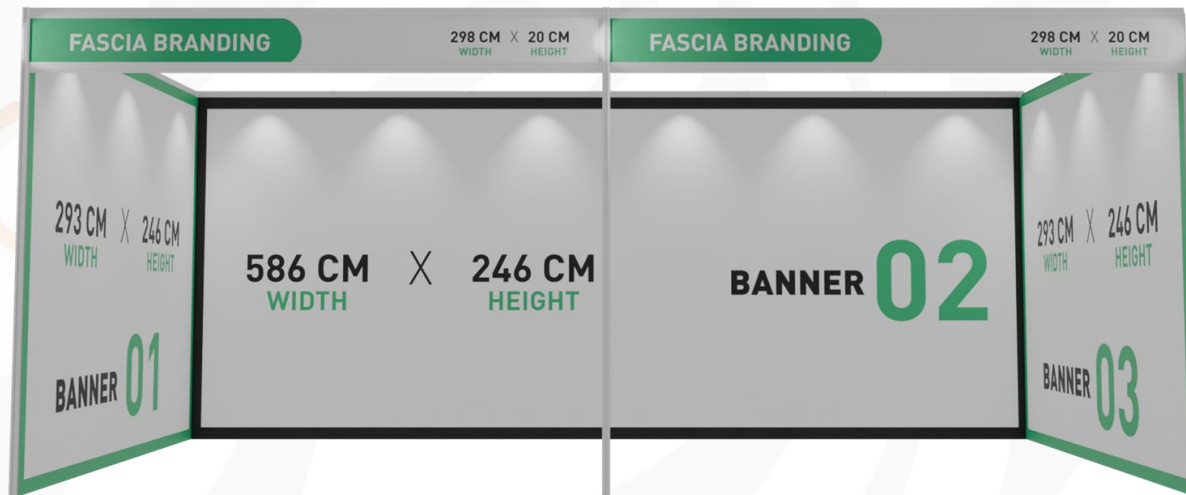
- The U-shaped booth has 9 identical panels for stickers.
- Each panel has a dimension of 96cm by 240cm.
- Fascia branding dimension of 298cm by 20cm.



BRANDING GUIDELINE OPTIONS- 3mWx6mL

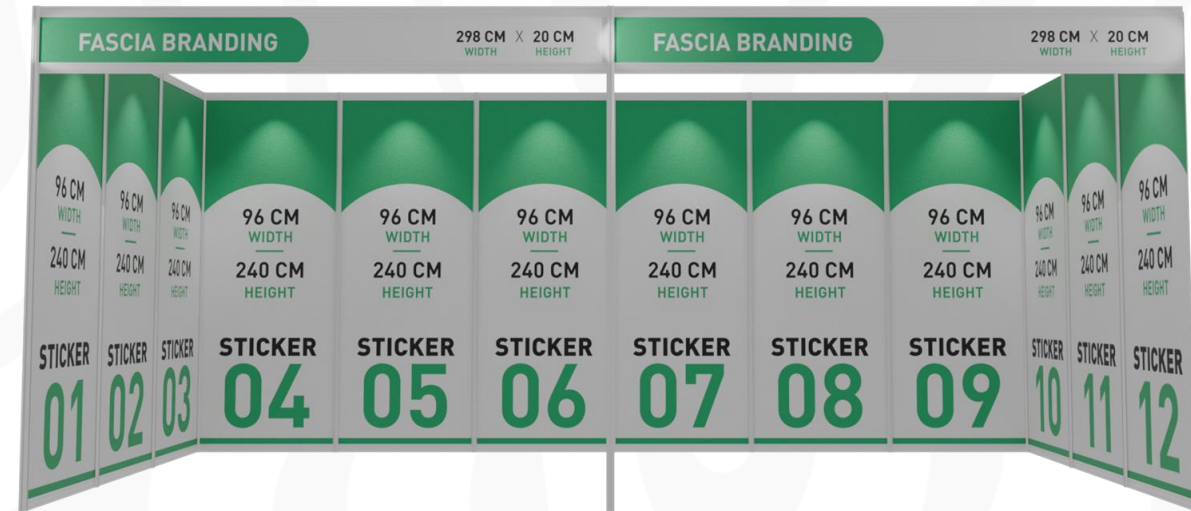
Banner branding:

- The U-shaped booth has 3 panels for banners.
- The first and third panels are 293cm by 246cm.
- The second panel is 586cm by 246cm.
- The U-shaped 3m x 6m booth has 2 fascia branding.
- Fascia branding dimension of 298cm by 20cm.



Sticker branding:

- The U-shaped booth has 12 panels for stickers.
- 12 panels, each panel has a dimension of 96cm by 240cm.
- The U-shaped 3m x 6m booth has 2 fascia branding.
- Fascia branding dimension of 298cm by 20cm.



EXHIBITION BOOTH INFORMATION



Executive Booth:

- This executive exhibition booth has a clean, minimalist framework features bold, contrasting white walls and an open ceiling structure, maximizing visibility and providing a spacious feel.
- For a warm and natural feel, the design incorporates a light brown theme
- Executive booths come in two sizes, (3mD x 3mL) and (3mD x 6mL).
- These booths are designed for maximum comfort and customization, providing exhibitors with a unique opportunity to elevate their brand image and stand out from standard displays.



EXHIBITION BOOTH INFORMATION



Executive Booth: 3mD x 3mL

Each booth contains:

- Branding with exhibitor logo
- One branded information counter: 1.17mWx0.92mH
- One coffee table with three chairs
- One power source
- Three spotlights
- Entrance branding wall: 0.9mWx2.4mH
- Branding wall: 1.4mWx2.4mH
- One planting
- One waste bin
- Two Exhibitor Badges (full conference access)
- Five Day Passes (one day access)



EXHIBITION BOOTH INFORMATION



Executive Booth: 3mD x 6mL

Each booth contains:

- Fascia branding with exhibitor logo branding
- Branded information counter: 1.77mWx0.92mH
- Two coffee tables with six chairs
- One power source
- Six spotlights
- Two entrance Branding walls: 0.9mW x 2.4mH
- Two branding walls: 1.6mW x 2.4mH
- Two waste bins
- Four Exhibitor Badges (full conference access)
- 10 Day Passes (one day access)



REGISTRATION

AFCA has a Conference Registration System online. To reserve your booth space, visit the AFCA Conference website and complete your online registration today.

<https://afca.coffee/conference/exhibitor-information/>

If you are unable to register online, please download and complete the PDF Form found on the website or contact registration@afca.coffee for support.

BOOTH ALLOCATION

Important:

Please note that booths are allocated upon receipt of payment. If payment is not received promptly, your first booth choice may be reserved by another exhibitor.

Cancellation Terms:

- Cancellation can only be made in writing to the AFCA Secretariat at ross.muhamuza@afca.coffee, with a copy to phiona.mbabazi@afca.coffee.
- Cancellations made before January 1, 2026, will be eligible for a refund, less AFCA administrative costs. The refund will be held with AFCA and can be utilized for future AFCA events or activities. No cash refunds will be made.
- No refunds for cancellation will be made after January 1, 2026.

ADDITIONAL ITEMS AND ORDER



Exhibitors have the option to enhance their booths with a range of additional items, including furniture, display screens, and specialized equipment. These add-ons are available to help exhibitors customize their space and maximize visibility.

To place an order, please review the list of available items attached and contact our team at Flawless Events. Orders should be submitted no later than **January 7, 2026**, to ensure timely delivery and setup.

Event Organizer: Flawless Events

Email: AFCAExhibitors@Flawlessevents.net

Mobile Number: +251 966-33-44-57

EXHIBITORS GUIDELINE - DO'S & DON'TS

DO'S

- **Respect Booth Boundaries:** Ensure that your booth design and setup comply with the allocated space. Utilize only the area designated for your booth.
- **Maintain a Professional Appearance:** Keep your booth clean, organized, and visually appealing to attract visitors.
- **Engage with Attendees:** Actively interact with event attendees to promote your products and services.
- **Follow Setup and Dismantle Times:** Adhere to the schedule provided for setting up and dismantling your booth to ensure a smooth process for all exhibitors.
- **Ensure Compliance with Safety Regulations:** Follow all safety guidelines and regulations outlined by the event organizers to ensure the safety of all participants.

DON'TS

- **No Booth Alterations:** Do not make any unauthorized alterations to your booth structure, including painting, drilling, or modifying the physical layout, without prior approval from event management.
- **Avoid Prohibited Activities:** Activities such as loud music, disruptive performances, or any forms of harassment or intimidation are strictly prohibited.
- **Do Not Block Aisles:** Ensure that your booth does not obstruct pathways or impede traffic flow.
- **No Distribution Outside Your Booth:** Distributing promotional materials outside your designated booth space is not permitted.
- **Refrain from Selling Alcohol or Food:** Unless explicitly allowed by event organizers, selling alcohol or food from your booth is prohibited.

EXHIBITORS GUIDELINE - DO'S & DON'TS

DO'S



Placing a banner with wooden frame into your banner



Placing stickers on the panels of your booth

DON'TS



Hanging Materials



Drilling



Nailing



Stapling



Glueing

PENALTIES FOR NON-COMPLIANCE

Violations of the guidelines may result in penalties, including but not limited to:

- Verbal or written warnings from event management.
- Immediate removal of non-compliant materials or displays.
- Possible expulsion from the event for repeated offenses.

AFCA PRICE LIST- ETHIOPIA



USD
50/day

**FOLDING CHAIR, BLACK -
CH01**



USD
143/day

**COFFEE TABLE AND CHAIR
SET- CH02**



USD
55/day

**LIGHT GREY PLASTIC CHAIR
WITH STEEL FEET- CH03**



USD
66/day

HIGH CHAIR-CH04



USD
66/day

**ARM CHAIR, LIGHT BEIGE -
CH05**



USD
88/day

**VIP SOFA, LIGHT BEIGE -
CH06**



USD
64/day

**BROCHURE RACK, STEEL
FRAME WITH ACRYLIC
SHELVES - BR01**



USD
38.5/day

**FOLDABLE WHITE TABLE-
TB01**



USD
66/day

**TV STAND WITH STEEL WHEEL -
TVS01**



USD
88/day

COFFEE MAKER - CM01



USD
140/day

**HIGH
TABLE - TB02**



USD
121/day

**NEGOTIATION TABLE WITH
MDF TOP - TB03**

AFCA PRICE LIST- ETHIOPIA



**LCD TV SCREEN
"65" - TV01**

USD
198/day



**LC D TV SCREEN
"55" - TV02**

USD
176/day



**WOODEN COFFEE
TABLE
WHITE - TB04**

USD
66/day



**SMALL REFRIGERATOR
(100L) - RFG01**

USD
253/day



LED SCREEN

USD
66/day/m2



**LOCKABLE WOODEN
COUNTER-LWC01**

USD
216/day



TEA KETTLE - TM01

USD
66/day

FOR MORE INFORMATION

RECOMMENDED CUSTOMS CLEARANCE AGENCY

Afroline Logistic Service

Michael G.kirstos

Marketing Manager

Phone: +251 911 238 312 (Mobile)
+251 911 424 615 (Mobile)

Fax: +251 11 662 6818

Email: marketingafroline@mail.com

RECOMMENDED BRANDING VENDOR(S)

Email: numekprint@gmail.com

Phone: +251 941 270 600 (Mobile/WhatsApp)

Note: Please copy Seble at seble@flawlessevents.net

EVENTS MANAGEMENT ORGANIZATION

Flawless Events

WhatsApp No.: +251 940182512

Email: seble@flawlessevents.net

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