

World **Coffee** Events



World Latte Art Championship

Event Hosting Guidelines

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About World Coffee Events

World Coffee Events (WCE) is a company founded by the Speciality Coffee Association of Europe (SCAE) and the Speciality Coffee Association of America (SCAA). The WCE is a management group whose mission is to develop events that engage the specialty coffee community and promote coffee excellence.

WCE currently manages these events:

- World Barista Championship (www.worldbaristachampionship.org)
- World Cup Tasters Championship (www.worldcuptasters.org)
- World Latte Art Championship (www.worldlatteart.org)
- World Coffee in Good Spirits Championship (www.worldcoffeeingoodspirits.org)
- World Brewers Cup (www.worldbrewerscup.org)
- World Coffee Roasting Championship (www.worldcoffeeroasting.org)
- Cezve/Ibrik Championship (www.ibrikchampionship.org)

These events generally take place in conjunction with the annual conference and exhibitions that are hosted by the SCAE and SCAA. However each year, there is the possibility that some of these events may be available to be hosted by a third party.

The WCE is managed by a Managing Director who oversees the development and production of these events and year-round activities. The organizational structure involves an Advisory Board, committees, and sub-committees.

Request for Proposals (RFP)

The Advisory Board of World Coffee Events invites proposals for the 2016:

- World Cup Tasters Championship
- World Latte Art Championship
- World Coffee in Good Spirits Championship
- World Brewers Cup
- World Coffee Roasting Championship

And 2017:

- World Barista Championship
- World Cup Tasters Championship
- World Coffee Roasting Championship

Interested parties should submit a proposal indicating they can meet the specific financial and logistical requirements outlined in this document. Please submit proposals according to the details in the Submission section of this document.

The World Latte Art Championship

The World Latte Art Championship highlights artistic expression in a competition platform that challenges the barista in an on-demand performance. Classic milk and espresso drinks are topped with designs of the barista's creation, with emphasis on taste, replication and creativity.

This event is a multi-day competition that involves competitors, judges, and volunteers from countries around the world. The audience will experience how visual presentation can be an interesting part of specialty coffee. This competition rewards baristas who are skilled in presenting visually appealing beverages in a fun and exciting live performance.

Event Structure

The competition takes place over 2 or 3 days and is organized into a two-part preliminary round and a finals round. One competitor from each country/region competes in the preliminary round. The top-scoring (6) six competitors will compete in the final round. The person with the highest scores will become the next World Latte Art Champion. (Please note that this is only a summary description of the event and that detailed structure and rules for this competition are set forth in and controlled by the Official Rules and Regulations.)

Floor Layout

The WLAC event can be produced with a variety of floor plan layouts, provided they include these main areas: Art Bar, Stage and seating area, Scorekeeping room, Office and Storage, Judges Room, Competitors Practice Area, Preparation Area and Clean Up area, Workshop Room and Merchandise Stand. Each of these areas must be provided at no cost to the WCE in the hosting proposal.

- The Art Bar/Esspresso Bar space is approximately 12 square meters.
- The Stage Area is approximately 312 square meters, designed with a barrier from the seating area. The audience seating around the stage area should include a minimum of 300 seats.
- The Scorekeeping room, Office and storage area combined should be a minimum of 36 square meters and positioned directly behind or adjacent to the Stage Area.
- The Judges Room should be a minimum of 24 square meters with room for tables and chairs.
- The Competitor Practice Area, Preparation Area and Clean Up area are to be built next to each other directly behind the Stage Area. The total area should be large enough to place one table for each competitor, 2 large wash stations and 4 practice stations identical to the stage set-up (an approximate minimum of 234 square meters).

** All the above-mentioned spaces need to be completely built and ready for use at least one full day before the start of the competition.*

- The Workshop Room can be built either on the floor or provided as a separate room in the facility that will hold up to 50 people in a classroom style arrangement with tables and chairs, a projector and room for at least 2 practice stations. This room will need to be available at least 2 days before the start of the event.
- The Merchandise Stand needs to be a minimum of 9 square meters.
- Brew Bar is approximately 12m x 6m

The total floor plan should also include room for any special areas for blogging, internet, audio/visual stations and/or related activity areas that might be designed for the event, and designated space for WCE event sponsors.

Facilities/Utilities

The facilities should include water/drain and power in all areas, as listed in the Event Supply List and Facility Memos. The facility must have access to wired high-speed internet connections at the designated speed for live streaming or blogging. All these utilities need to be provided by the host, at no cost to the WCE.

Water and Milk

The venue must allow the use of sponsored water and milk to be brought in for the event. If a surcharge is required then the host must cover the fees.

Build

The host is responsible for planning the designated areas described under "Floor Layout." All walls, tables, chairs, furnishings, and services are to be provided by the host, as described in the Event Supply List and Facilities Memos. The WCE review and approve the all such production elements for final approval. WCE may hire and/or pay for any extra needed support in the case of any additional space, extra production, or build features that are not described in the Event Supply List or Facilities Memos by 2 months prior to the event date.

Audio / Visual

An Audio/Visual crew selected and hired by WCE will have exclusive access to produce live video footage and sound for the duration of the competition. The WCE will own all rights to any intellectual property from the event, including recordings and broadcast of the live footage.

Sponsorship

The host and the WCE will work closely to plan the sponsorship recognition areas of the trade show to avoid conflicts or confusion with the competition event sponsorships and the recognition areas for the event sponsors. The host will not have any right or responsibility to sell sponsorships for the WCE event or the event area. WCE will manage all sponsorships related to its event. The host will only be responsible for the sponsorship pertaining to its trade show.

Themes and Signage

The WCE will design an artistic theme for the event and carry out some direct promotions leading up to the event. The WCE will design and approve the main artwork for the event stage signage. The host will cover the costs of printing, rigging, hanging and any special placement of these signs on the exterior and interior of the facility and around areas of event activity as directed by the WCE. The WCE must approve any designs or text produced by or for the host that relate to the event theme or mention the event.

Additional Resources

The WCE will require access to the facility two days prior to the start of the competition for production build, workshops, or meetings. The facility should be ready for these activities and equipped with the items as required on the Event Supply List and Facility Memos. The host will be required to provide staff to set-up, break down, and clean the area on a daily and as-needed basis. The WCE may also require an additional 1-2 rooms for meetings and/or reasonable additional floor space for specific event features. The final layout to be determined a minimum of 6 months prior to the event date.

Date and Location

The WCE event can be held in conjunction with a coffee or food industry related conference or exhibition. The event should take place between May and October. The event should be located in an official exhibition center or major venue site within the host city.

Public Access & Attendance Fees

The host's trade show must be open and free to all event competitors, coaches, judges, and volunteers, and the staff of the WCE. Free public access into the WCE event is highly recommended.

Online Registration

The WCE highly recommends an online registration system for the host trade show. Any registration system should accommodate both advance and on-site registration. WCE also requires access to complimentary passes to give at our discretion (approximately 250 passes).

Host City Profile

The host city should be a major metropolitan city with an international airport (with major airlines) no more than 100 miles from the event site. The host city and surrounding areas should include areas of interest to the event attendees. Public transportation should be readily available as well as lodging within reasonable proximity to the event.

Planning Schedule

The WCE will require a minimum of two (2) in-person, planning meetings that may involve on-site reviews of the event facility. The meetings should be scheduled at approximately 8 months, and 2 months prior to the event. The host will reimburse the airfare and lodging expenses of up to 3 WCE representatives to the host city for the planning meetings (up to 4 days, or total 12 hotel room nights). The WCE requires the host to provide an event-planning document, including a timeline, to be submitted with the host bid proposal.

Staff Support

The WCE will require all event production vendors or contractors to be confirmed no later than 6 months prior to the event date. The WCE requires the host to provide a support team to liaise with the WCE for the duration of the event planning process. Staff should be available to manage the host's event website, and a contact person should be provided to answer questions related directly to the host's event (exhibitor information, transportation, registration, etc). The host must also provide a minimum of 5 volunteer staff dedicated to specific daily roles to assist the competition for the duration of the event.

Lodging

The host city should have a variety of lodging options for the event. The host should provide a housing agent service for the event (free of charge), or allow WCE to contract a housing agent directly. The host will coordinate promotion of the event hotels on the host's website. The WCE will need an allocation of 20 rooms, paid for by the host, for use by WCE designated guests. The main WCE hotel should be 3-star or more and have access to free high-speed internet. The duration of the guest stays may vary but a maximum of 120 room nights will be paid by the host.

Transportation

Daily shuttles may need to be provided by the Host from the event hotels to the event, for all the event attendees. The shuttle schedules should coordinate with WCE scheduled activities. Parking and public transportation should be easily accessible to all attendees.

Promotion of the Conference

The Host event should be promoted by press releases, social media, fliers, and other marketing materials, leading up to the event. All marketing materials should reflect WCE's participation in the event and are subject to prior written approval by the WCE.

Financial Contribution

The host should be prepared financially to support the facility requirements and build-out of the WCE stage area, rooms, and supplies and all other areas detailed in this document. A more complete breakdown of responsibility can be budgeted according to the WCE Supply List and Facility Memos. The host should be prepared to offer tax-filing support to the WCE, when applicable.

Insurance & Licensing

The Host is responsible to secure and pay for all liability insurance as required by WCE for the event and music or other licensing rights for any activities during the event.

Review Process

The WCE Advisory Board will review all the submissions for hosting the 2016 World Latte Art Championship Event. Submissions will be reviewed in consideration of the host's experience with conferences and exhibitions and ability to meet the requirements in this document. The host city will be considered for its areas of attraction, receptiveness for the event, and benefit to the WCE's global representation and outreach.

Submissions

All submissions should be sent as PDF documents. The deadline for proposals is January 13, 2015. Please make sure the submissions include the following:

- Name of Main Contact
- Name of Conference
- Executive Summary on the Conference
- Proposed Location and Venue
- Benefits of partnering with Host Conference
- Information and Benefits of Host City
- Proposed Budget
- Financial Statements
- Proposal for Planning Schedule

Please send submissions to proposals@worldcoffeeevents.org before the deadline date.

** Please note this competition hosting can be paired with other competitions also managed by WCE. Some terms or requirements can be shared in the case of multiple competitions in one location. Please contact proposals@worldcoffeeevents.org for any inquiries.