

World **Coffee** Events



World Brewers Cup

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 Specialty Coffee Association of America (SCAA), now merged into one global association recognized as the Specialty Coffee Association (SCA). The WCE is an event production organization 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 often take place in conjunction with the annual conference and exhibitions that are hosted by the SCA. However each year, there is the possibility that some of these events may be available to be hosted by a third party.

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 2018:

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

And 2019:

- World Barista Championship
- World Cup Tasters Championship
- World Brewers Cup
- World Coffee Roasting Championship
- Cezve/Ibrik 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.

World Brewers Cup

The World Brewers Cup competition highlights the craft of filter coffee brewing by hand, promoting manual coffee brewing and service excellence. This event is a multi-day competition that involves competitors, judges, and volunteers from countries/regions around the world. The annual championship is live-streamed to a global audience online.

Event Structure

This competition takes place over 3 days with competitors that come from sanctioned national competitions around the world. Competitors prepare and serve three individual beverages for a panel of judges. The Championship consists of two rounds: a first round and a final round. During the first round competitors complete two coffee services – a compulsory service and an open service. For the compulsory service, competitors prepare three beverages utilizing whole bean coffee provided to them by the competition. For the open service, competitors may utilize any whole bean coffee of their choosing and must also accompany their beverage preparation with a presentation. The competitors with the highest score from the first round will go on to compete in the finals round consisting exclusively of an open service. One competitor from the final round will be named the World Brewers Cup 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 event area involves a ground level stage with multiple competition stations, grandstands or large audience seating surrounded by activity areas such as brew bars and batch brew areas and multiple rooms such as competitor practice area and judges calibration. Each year the layout may vary depending on the venue location. The overall approximate area needed is 750 square meters.

General minimum requirements are:

- Workshop Room can be built either on the floor or provided as a separate room in the facility that will hold up to 30 people in a classroom style arrangement with tables and chairs, a projector and room for at least 3 competition stations. This room will need to be available at least two full days before the start of the event.
- Stage Area is approximately 18 x 12 meters (not counting the grandstand seating), designed with a barrier from the seating area.
- Grandstand Seating size and configuration may vary by location. A minimum of 250 seats is required, with some gradual elevation in the seating to allow for better stage viewing.
- Competitor Preparation Room is approximately 16m x 12m or large enough to hold around 40 competitor prep tables and chairs, positioned directly behind the Stage Area.
- Competitor Practice Area is approximately 6m x 12m or large enough to hold 4 competition practice stations and a clean-up area that has 2 large wash stations, and positioned directly adjacent to the Competitor Preparation Room.
- Scorekeeping room, Office and storage area combined is approximately 16 square meters and positioned adjacent to the Stage Area.
- Judges Room is approximately 16 square meters or large enough for conference table and chair style set-ups for 2 groups of 6 people as well as a storage or refreshment area.
- Merchandise Store is approximately 6m x 3m. The venue must allow the sale of commemorative WCE branded items in the facility.
- Batch Brew Area is approximately 3m x 3m
- Brew Bar is approximately 9m x 9m

The total floor plan should also include room for any special areas for live media coverage, internet, audio/visual stations and/or related activity areas that might be designed for the event, and designated

space for WCE event sponsors or media.

Event Schedule

The preliminary event schedule depicts when each area will need to be complete, and the activities that will need to be conducted every day.

Area	Preparation day 1	Preparation day 2	Preparation day 3	Show day 1	Show day 2	Show day 3
Workshop area	Build complete by 12pm	Judges Calibration, day 1	Judges Calibration, day 2	-	-	-
Stage and seating area	Build complete by EOD	Equipment installation	Competitor practice	Competition: preliminary round, day 1	Competition: preliminary round, day 2	Competition: final round
Grandstand seating area	Build complete by EOD	Equipment installation	Competitor practice	Competition: preliminary round, day 1	Competition: preliminary round, day 2	Competition: final round
Competitor preparation room	Build complete by EOD	Equipment installation	Competitor practice	Competition: preliminary round, day 1	Competition: preliminary round, day 2	Competition: final round
Competitor practice area	Build complete by EOD	Equipment installation	Competitor practice	Competition: preliminary round, day 1	Competition: preliminary round, day 2	Competition: final round
Scorekeeping, office and storage rooms	Build complete by EOD	Equipment installation	Competitor practice	Competition: preliminary round, day 1	Competition: preliminary round, day 2	Competition: final round
Judges room	Build complete by EOD	Equipment installation	Competitor practice	Competition: preliminary round, day 1	Competition: preliminary round, day 2	Competition: final round
Merchandise Stand	Build	Build complete by EOD	Equipment installation	Merchandise stand open	Merchandise stand open	Merchandise stand open
Batch brew area	Build	Build complete by EOD	Equipment installation	Batch brew area open	Batch brew area open	Batch brew area open
Brew Bar	Build	Build complete by EOD	Equipment installation	Brew bar open	Brew bar open	Brew bar open

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 a minimum of 18Mbps for internet coverage. All these utilities need to be provided by the host, at no cost to WCE.

Water and Coffee

The venue must allow the use of sponsored water, water filtration and coffee 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 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, as well as online promotions, to avoid conflicts or confusion with 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 three 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, and as described in the Event Schedule section. 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 April and November. 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 WCE. Free public access into the WCE event is highly recommended.

Online Registration

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. A minimum of 3 mid-range service business hotels with capacity greater than 200 rooms each should be situated at no more than 5 miles from the event site.

Planning Schedule

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 9 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). WCE requires the host to provide an event-planning document, including a timeline, to be submitted with the host bid proposal.

Staff Support

WCE will require all event production vendors or contractors to be confirmed no later than 6 months prior to the event date. 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. WCE will need an allocation of 24 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 wireless internet. The duration of the guest stays may vary but a maximum of 144 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 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 2018 and 2019 World Brewers Cup 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 June 1, 2017. 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.