

SPECIALTY COFFEE

# EXPO

CHICAGO

APRIL 12-14, 2024

## 2024 Press Pack

[coffeexpo.org](http://coffeexpo.org) | #CoffeeExpo2024

Official Event Hashtag: #CoffeeExpo2024

Social media:

Instagram: @specialtycoffeeassociation

Twitter: /specialtycoffee

FB: @specialtycoffeeassociation

LinkedIn: [linkedin.com/company/specialty-coffee-association](https://www.linkedin.com/company/specialty-coffee-association)

## Media Badge Access

Your Expo Press Badge is complimentary and includes access to the following areas

- Expo 2024 Best New Product Competition + Coffee In Design Awards. Winners will be announced Saturday afternoon.
- Press Room (Room E255)
- Expo Show Floor (during visitor hours only)
- Expo Lectures  
Schedule: [coffeexpo.org/lectures](http://coffeexpo.org/lectures)
- **Opening Event:**  
April 12, 9:45 AM McCormick Place Lakeside Building, Level 3, Hall D, Main Entrance
- Scientific Poster Session
- Roaster Village & Market
- World Brewers Cup and World Cup Tasters Championships  
Learn more at: [chicago.wcc.coffee](http://chicago.wcc.coffee)

## Press Room Open Hours (Room E255)

Friday 9:00 a.m. - 5:00 p.m.

Saturday 9:00 a.m. - 5:00 p.m.

Sunday 9:00 a.m. - 3:00 p.m.

## Check out Our Show Features

**Coffee Science  
Foundation**



**SCA Coffee Value  
Assessment at Expo**



**Say Hello to our New  
Membership Model!**



**Discover Chicago**



**Expo 2024 Best New  
Product Competition +  
Coffee In Design Awards**



Download the Expo App



Show Schedule



**Thank you for covering  
the 2024 Specialty Coffee  
Expo!**

**Contact**

Anna Abatzoglou  
SCA Marketing Director  
Email: [press@sca.coffee](mailto:press@sca.coffee)