



May 2017

Exhibitor Letter

Dear Hawaii Coffee Industry Friend,

The Hawaii Coffee Association proudly announces that the 22nd Annual Conference and Cupping Competition has been scheduled for July 19 through 22, 2016 at the Maui Tropical Plantation, Waikapu, Maui. The event starts with a Welcome Reception on Wednesday evening and officially kicks off on Thursday with all day presentations and an evening pupu reception and tour at O'o Farms Upcountry Maui. The conference continues with industry presentations all day Friday and the awards dinner on Friday evening. The festivities conclude on Saturday with the Maui Coffee Association's Seed to Cup Festival from 9:00 am – 3:00 pm on the center lawn.

We would like to formally invite you and your company to our Conference as an **Industry Exhibitor**. We expect to have a vibrant and interactive group of attendees and presentations at this year's event. Being a part of all the daily activities, entertaining tours, cocktail receptions, and the always exciting HCA Awards Dinner brings you closer to the farmers, roasters, and marketers attending the event.

The **Member Booth Display** includes one Full Registration for the 2 day event inclusive of meals, reception and dinner, (registration fees are \$225.00). It also includes a one year membership in the HCA for your organization, (a \$250 value).

We'd like to offer this opportunity for \$599.00.

Trade show vendors may set up their tables on Wednesday July 19 after 12:00 noon or alternatively set up by 7:00am Thursday July 20th. The Conference Opening remarks will begin at 9:00am Thursday.

Please fill out the attached vendor application form, enclose your check and mail to HCA. You can also easily fill out the form and pay online at the Hawaii Coffee Association Website, www.hawaiicoffeeassoc.org.

If, for some reason, you cannot be an exhibitor but still wish to support our industry, we have several ways you can be a sponsor of our conference. Sponsorship opportunities can be found at www.hawaiicoffeeassoc.org/event-2552121

Thank you for support of Hawaii Coffee. Aloha,

A handwritten signature in black ink that reads "Steve Hicks".

Steve Hicks



HAWAII COFFEE ASSOCIATION CONFERENCE Exhibitor Registration

Yes, I want to participate in the Hawaii Coffee Association's 22nd Annual Conference.
Please reserve the following vendor space for me:

_____ \$599.00 Member Booth Display Level

includes Full registration, Annual Membership in HCA, and Display space

Make check payable to: Hawaii Coffee Association (HCA)

Name:

Business:

Address:

City, State, Zip:

Phone:

Fax:

Email:

Please return with payment to: Hawaii Coffee Association, P.O. Box 168, Kealahou, HI 96750

Participants should be at the event site after 12:00 noon Wednesday July 19th or by 7:00 a.m. on Thursday Jul 20th to set up tables or booths. Conference starts at 9:00 a.m. on Thursday.

Please go to the HCA website (www.hawaiicoffeassoc.org) to view the entire Conference Agenda and Events. You can also make online Credit Card payments.

Please let us know if you need electricity outlets or other special requests for your display area. For additional information or questions please contact:

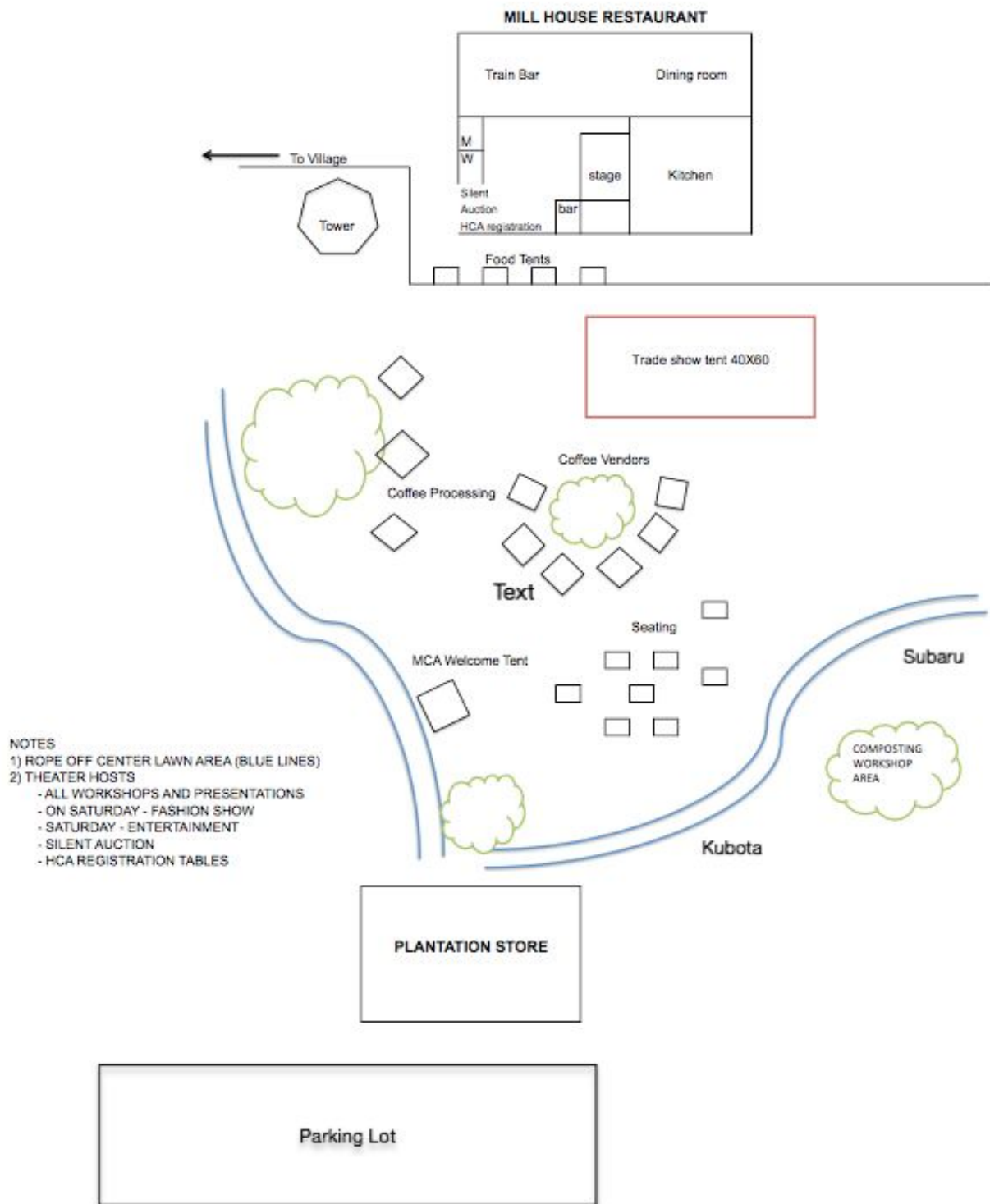
- Maria Holmes at maria@millhousemaui.com 808-336-1872 - Mobile

CARE OF EXHIBITS: Nothing shall be posted on, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the furniture. Any property destroyed or damaged by an exhibitor must be replaced or restored to its original condition by the exhibitor at the exhibitor's expense.

CONSTRUCTION OF EXHIBITS: Exhibits shall be constructed and arranged so that they do not obstruct the general view of any other exhibit.

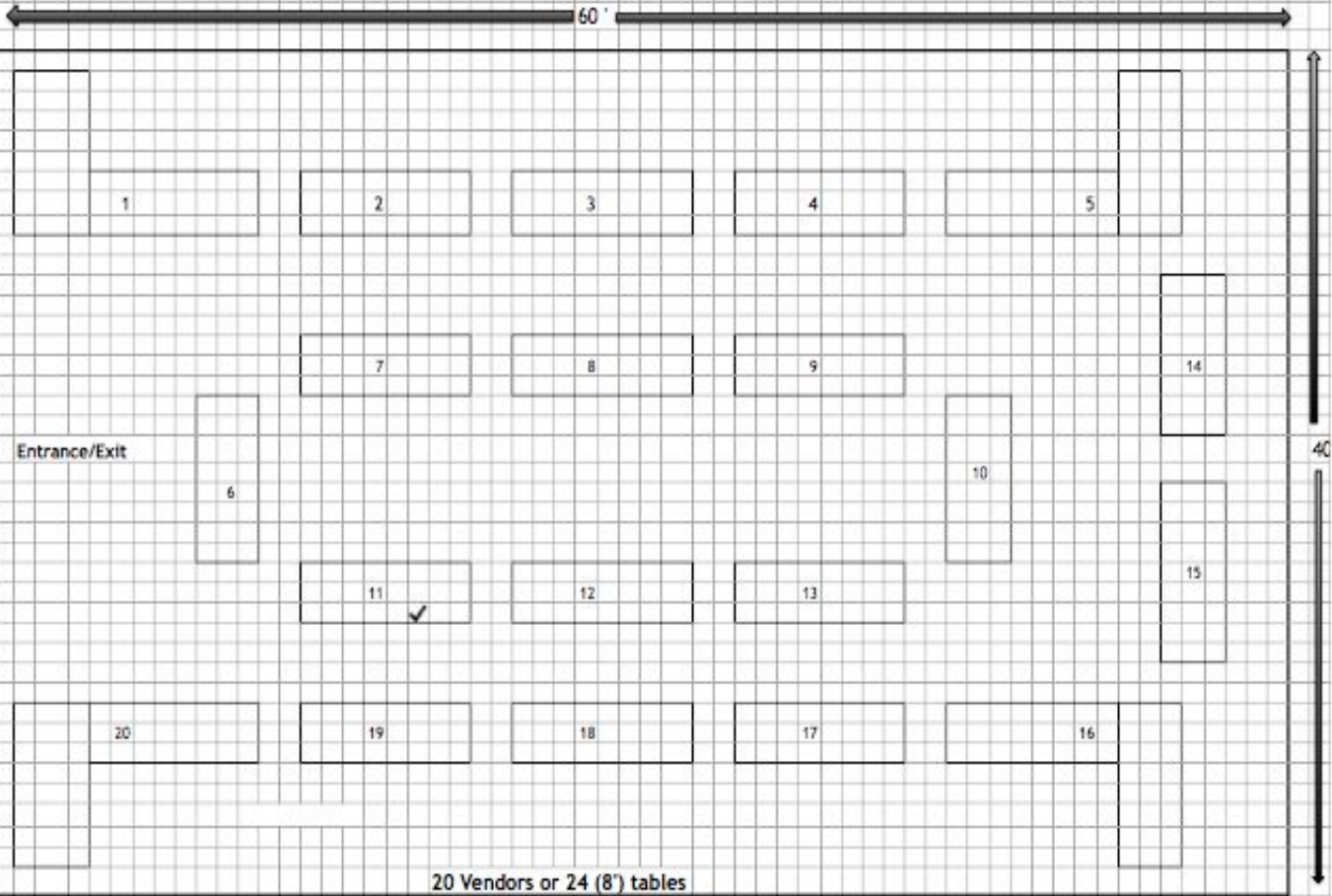
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HAWAII COFFEE ASSOCIATION & MAUI COFFEE ASSOCIATION SEED TO CUP LAYOUT 2017



HAWAII COFFEE ASSOCIATION - CONFERENCE - 2017

VENDOR TABLE SET UP - 40X60 WHITE TENT - OPEN SIDES



VENDOR TABLE ASSIGNMENT

1	11
2	12
3	13
4	14
5	15
6	16
7	17
8	18
9	19
10	20