

Onsite Branding Opportunities

Coffee Cart

The Coffee Cart sponsorship places your brand at one of the most consistently visited and appreciated stops on the show floor. Coffee service creates a natural pause point for attendees, generating steady foot traffic, casual conversation, and repeated brand exposure throughout the day. This sponsorship associates your brand with hospitality, energy, and a positive show experience.

This sponsorship creates a high-touch, high-goodwill brand moment by meeting attendees' needs while maintaining visibility in a relaxed, social setting throughout the show.

What's Included

- Branded presence in the seating and gathering area surrounding the coffee cart.
- Sponsor logo displayed on coffee cart signage.
- Branded coffee cups and lids provided by AJS.
- Custom coffee vouchers distributed by the sponsor to attendees.
- Soft seating, tables, floral accents, and lounge furnishings provided by AJS to create an inviting environment.

How It Works

- The coffee cart is open to all show attendees for purchase. The sponsor controls who is given "free" coffee vouchers to use at the cart.
- The sponsor distributes coffee vouchers directly to attendees.
- Attendees may redeem vouchers for any beverage offered by the coffee cart.
- The coffee vendor tracks all redeemed vouchers, and the sponsor is billed at the close of the show for redeemed drinks only.

Sponsor Provided Elements

- Coffee voucher creative direction. AJS will finalize and print vouchers based on sponsor approval.
- Alternatively, you may provide the artwork for the coffee vouchers if you prefer.
- Sponsor staff presence in the coffee cart area to distribute vouchers and engage attendees.

Required Artwork

- High-resolution logo in CMYK color format.
- Minimum logo size of 1000 by 1000 pixels.
- If you are providing the artwork for the tickets:
 - 2" high X 6" wide ticket design
 - If your colors extend to the edge of the artwork (full bleed), allow an additional .25" space on all four sides to allow for trimming.
- Email artwork files to marketing@atlantajewelryshow.com

Deadline

All artwork files must be received no later than July 20, 2026.