

Tradeshow Guideline

For Partners
Version 1.0

Tradeshow Guideline

Tradeshows are a key opportunity to boost brand visibility and engage with our community. To ensure a strong and consistent global presence, this guideline provides clear standards and supports our partners throughout the process. It serves as a reference for maintaining our physical presence and maximizing impact. Please follow these guidelines wherever possible.



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Introduction



Expectation

- Consistent global event practices
- Unified brand presence worldwide
- High-quality, uniform event experience
- Clear steps: prep, execution, follow-up
- Social media activation during events
- Active audience engagement



Event Standard

LAF product positioning

Latte Art Factory machines should be showcased at events as they would be in real use, e.g., as part of a full café setup. (See illustration: "The Perfect LAF Setup" for correct equipment order.) Machines must remain accessible to visitors so they can experience their operation firsthand.

Coffee quality focus

All coffee served should represent the exceptional quality enabled by Latte Art Factory. Machines should be tuned for optimal performance, and milk foam must be precisely adjusted to ensure the perfect quality of every drink prepared and served.

Professional standards

All baristas should demonstrate expertise in coffee preparation, hospitality, and cleanliness. They should maintain high standards, ensuring that every visitor receives a premium experience that reflects the brand's values and professional excellence.

Brand consistency

Every event should highlight Latte Art Factory's core value proposition: consistent milk foam quality, efficient workflow, and a customer-centric approach. This ensures a recognizable and memorable brand experience at every tradeshow.

Post-event reporting

Partners should provide a structured report detailing machine sales, generated leads, and marketing insights. This allows continuous improvement, ensuring future events are even more impactful and align with the overall business goals.



Event Standard – The Perfect LAF Setup

It’s always recommended to position the operating side of the machines facing the audience to encourage engagement.



Brand Messaging



Lead with innovation

Communicate how Latte Art Factory revolutionizes drink preparation, the technology behind it, and how it has been created to be a helping hand for baristas.



Highlight key benefits

Consistent milk foam quality, waste reduction, workflow efficiency, customer satisfaction and retention.



Social engagement

Encourage attendees to share their experience with Latte Art Factory on social media platforms.



Brand Guidelines



Design Standard

Brand presence

Latte Art Factory's logo should be visible but not overwhelming, ensuring a strong presence.

Simplicity

The brand design is minimalistic and clean. Booths should highlight the products and maintain a clutter-free look.

Colors & materials

Use neutral colors and premium materials for a high-end presentation. Soft tones and quality textures enhance the brand experience and reinforce a professional look.

Functional spaces

Ensure enough space for staff, baristas, and guests. Create an efficient flow for making beverages and engaging in conversations.

Encourage social sharing

Design the space to be visually appealing for photo opportunities and social media engagement.



Core Logo & Usage Guidelines

The Latte Art Factory logo represents a top-down view of a cup with latte art – symbolizing innovation, consistency, and barista support through advanced technology. It reflects our core values: perfect milk foam, reduced waste, improved workflow, and customer satisfaction. Users are encouraged to share their experiences on social media.

To ensure clarity and impact, always maintain clear space around the logo, defined by the height of the capital letter. No text or elements should intrude this space.

Minimum Sizes

- Print: 5 cm
- Digital: 200 px
- Larger applications: scale proportionally.

Always keep the logo legible, balanced, and prominent.



Alternative Version & Made in Germany

The area around the logo must always have enough space to ensure its balance and integrity aren't disrupted by external elements. No accompanying text or logos should appear in this space. We use the height of the capital letter as the guideline for this clear space.



Primary typeface

Inter is a modern sans-serif typeface designed for high readability on digital screens. With its clean shapes, generous x-height, and precise spacing, it's ideal for user interfaces, apps, and contemporary branding. Its neutral yet technical look makes it both functional and visually modern.



Inter →
AaBbCc
&?!0123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,&?!

Core palette

The core palette defines the primary look and feel of the Latte Art Factory brand. It includes neutral tones and a signature accent color that reflect our values: precision, clarity, and innovation. These colors ensure consistency across all touchpoints and form the foundation of our visual identity.

Name: Warm Taupe CMYK: 0/7/15/51 RGB: 126/117/107 HEX: #7E756B	Name: Neutral Gray CMYK: 8/4/0/31 RGB: 162/169/176 HEX: #A2A9B0	Name: Foam White CMYK: 0/2/5/5 RGB: 241/236/230 HEX: #F1ECE6	Name: Soft Cyan CMYK: 40/5/0/24 RGB: 116/183/193 HEX: #74B7C1
Name: Black CMYK: 0/0/0/100 RGB: 0/0/0 HEX: #000000	Name: White CMYK: 0/0/0/0 RGB: 255/255/255 HEX: #FFFFFF		



Exhibition Setup



Approach

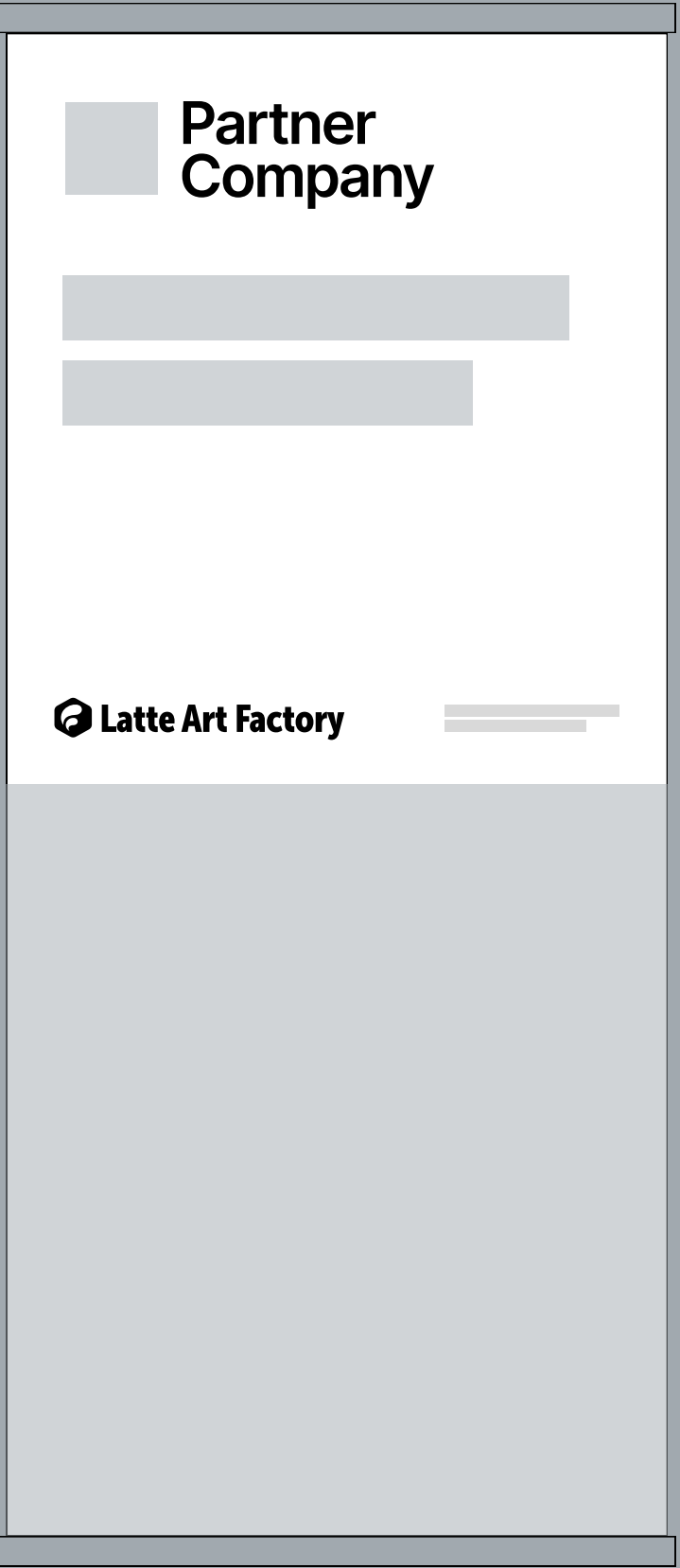
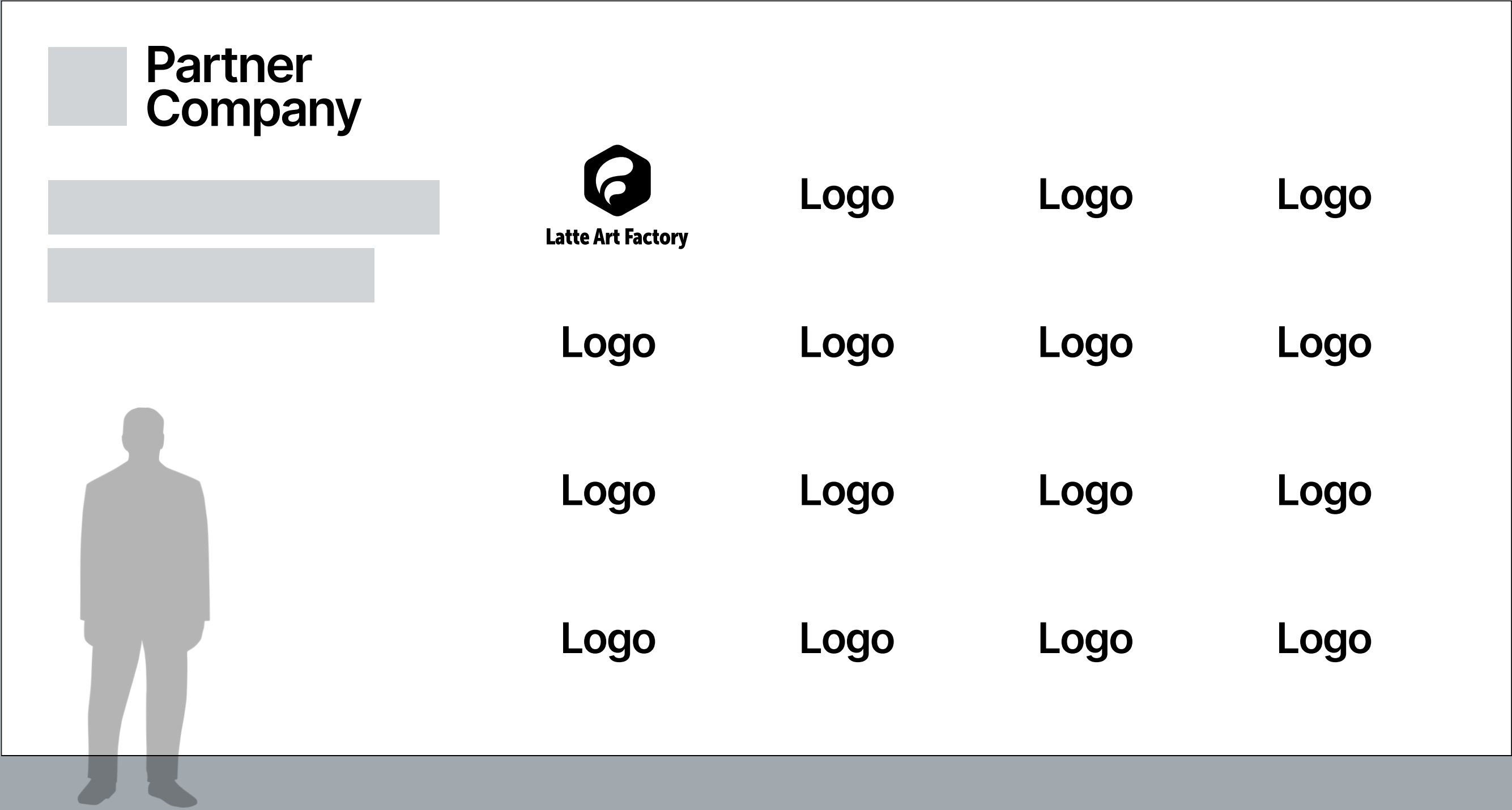
Our exhibition approach is centered around clarity, openness, and modular consistency. The booth design invites visitors through clean lines, open sightlines, and clear communication of our brand values. Each element—from the product stations to the seating areas—is arranged to foster interaction, hands-on experience, and a premium presentation of technology.

The visual language remains minimal and confident, creating space for people and product to connect.



Graphics & Activations

These pages showcase how Latte Art Factory branding comes to life in real-world environments, such as trade show booths and partner presentations.



Equipment & Set-up

Latte Art Factory should always be presented with full professional set-up, together with traditional espresso machine and grinder within the same counter space to showcase the optimal workflow.

At any event classification, basic barista equipment and cleaning equipment should be present to ensure professionalism and cleanliness: milk jug, paper cups, cleaning towel, cleaning container, cleaning tablets, etc.

Event Classification	LAF in Operation	LAF in Operation	LAF in Operation
Small Events	Minimum of 1 LAF Classic or LAF Bar.	Simple set-up with LAF branding. Focus on real café operation to showcase coffee machine performance.	Milk-based menus with various textures, volume, and hot/cold settings. Dairy and plant-based options available.
Medium Events	Minimum of 2 LAFs (LAF Classic or LAF Bar).	LAF branded stand/ counter. Professional set-up remains a focus, with added branding visibility.	Expanded milk settings, including hot/cold dairy and plant-based options. Additional liquids like coffee for nitro.
Large Events	Suggested minimum of 4 LAFs.	Dedicated booth space showcasing LAF's technology and design. Full barista experience with high-end equipment.	Full showcase of LAF capabilities, featuring innovative drinks such as flavored beverages.



Activation Ideas

- Brand Collaboration
- Mini Latte Art Workshop
- Latte Art Challenge
- Talks by the Expert
- On-Ground to Online
- Limited Time Menu
- Bar Take Over



Activation Ideas

Brand Collaboration

Collaborative marketing is a great approach for the audience to see the real application of LAF with great branding visibility.

It could be a signage that says 'Milk served on LAF by ...' when collaborating with a milk brand.

Or a counter with back panel that says 'Fully automated solution by LAF, ...' when LAF is paired with other innovative gears for café.
The possibilities are countless.

*Brand collaborations need to be approved by LAF Marketing.

Mini Latte Art Workshop

One of our tradeshow takeaways is that people love to see latte art. And not only that they want to see, they want to try.

A simple workshop session for latte art pouring can be held at the show. This will definitely form a crowd at the stand.

Not only that they get to feel proud of their first latte art in a lifetime, but we are subtly becoming their top-of-mind brand that makes their life so much easier by completely skipping all the hassle of steaming.

Latte Art Challenge

Let's bring the latte art game to the next level.

Here we attract more professional latte art geeks to compete for their art skills. And focus only on the 'ART' part because the stressful process of getting the milk right with the traditional steam wand is not in place.

Smackdown, throwdown, or whatever you call it will be a very good stage to touch on baristas who are likely to be LAF users. Let them try and see themselves that their life could be much easier with the help of LAF.



Tips: wheel spinning to randomly choose the art to compete always bring more fun to the game!

Talks by the Expert

Getting a little bit more serious with product talk.

In general, a sales perspective talk session touching upon product features, unique selling points, and some demonstrations would do for a general audience.

We can also take a step beyond and talk a little in-depth about maintenance, technologies, and servicing the machine. These topics will talk more to technicians in the field.



Activation Ideas

On-Ground to Online

A great magnet that will pull physical audiences to engage online which can boost an online presence.

Simply have the people who stop by take some shots with the LAF and post them to their social media and in return, they get small gifts e.g. stickers set.

Don't forget to have them tag us and your social media. A hashtag can also be great!

Limited Time Menu

With endless possibilities of menu creation with LAF, this is also a great way to attract people to try out the one-and-only drink.

Be creative all you want! Could be local delicacies twisted to be a drink or a refreshing nitro from local ingredients.

You can set a specific period of the day that LAF will serve the special menu. Promote this via social media prior to the event and remind your physical audience at the stand again to come back around that time.

Bar Take Over

A friend of yours is a friend of ours.

The activity is to invite well-known baristas, latte art champions, or special guests to operate the machine for a period of time.

If not the people, the bar can also be taken by the coffee beans:

Let's say people can come by and get to try the special blends from an awarded bean which exceptionally goes well with the smoothest milk foam from LAF.



Social Media

Pre-event Promotion

3-5 days before the event, you can post or send an email inviting people to the stand to meet LAF. Be sure to include the hall and stand number. A simple form on META ads can be utilized to attract leads during the event.

Content Sample: Event countdown, On-event activation announcement, Invitation to meet the expert, Product USPs and invite to get hands-on at the stand, etc.

On-Event Engagement

Live content is always a must. It is the best time to benefit from the hype of the tradeshow. We highly encourage you to post stories, reels, or even a post on your social media live from the event. Please also share photos and videos from the event with your LAF representatives while the event is happening so we can help you post on our side as well.

Content Sample: Route to LAF (your booth), LAF settings on your bar, LAF dispensing beverages, Crowd with LAF, Latte Art reels, etc.

Event Wrap

On the last day or no later than 5 days after the event, you can do an event wrap-up post, featuring a recap of the event's success, the highlights, and appreciation to all the visitors.



Reporting

4 - 6 weeks* before tradeshow	2 –5 weeks before tradeshow	1 week before tradeshow	Event Day(s)	Post-Event
Our LAF representatives will reach out to you to check on the event preparation. Below is required information we requested: • Booth Location and Layout • Activation Planned • Social Media Planned • Materials required from LAF • Additional support required from LAF Merchandise shall be sent out from us during this phase, if any, to make sure it arrives before the event.	Final confirmation on every event details. All requested materials and support shall be handed over to the partner within this phase. Align social media strategies and calendar for the event. Posts scheduled.	Final check-in and pre-event posts published.	Post live content from the event and tag us on social media so we are able to repost. Share different angles and various shots of LAF on your stand with your LAF representatives.	Provide feedback from the event with us. Details refer to the 'Post-Event Reporting' page.



Event Checklist

Below are event checklist on each phase from preparation to wrap up.

Pre-Event

- ☐ **Machine readiness**
Please ensure you have enough machines to showcase and the machine is in good condition.
- ☐ **Knowledge Brush-Up**
Please ensure that your staff that will be presented at tradeshow are able to fully present the machine. We can provide a knowledge brush-up prior to the event on request.
- ☐ **LAF Branding**
Please ensure that LAF branding will be presented on the stand. Our design team is willing to help.
- ☐ **Event Activation**
To create a more interactive event, please consider some suggested activation ideas or come up with your own out-of-the-box creativity.
- ☐ **Marketing Collaterals**
We have a pool of brochures, QR Codes, print ads, and branded material for you to use. Feel free to reach out if you need anything specific.
- ☐ **Social Media Planning**
It is suggested to plan the content ahead and even pre-schedule your posts.

On-Event

- ☐ **Machine Settings**
Please ensure that the settings of the machine are fine-tuned to fully show the machine's capabilities
- ☐ **Professionalism**
Please ensure that the liquid in the machine is always filled. A knowledgeable staff is always around to demonstrate the machine to the audience.
- ☐ **Cleanliness**
Please ensure that the drip tray and operating areas are always cleaned. Keep the space tidy. Cleaning LAF is super easy, so be sure to clean the machine at the end of each day.
- ☐ **Engagement**
Be proactive and engage with customers. Encourage them to try out the machine. Merchandise is a great magnet to attract the audience.
- ☐ **Content**
Live content is a great way to boost your on-event visibility through online platforms. Please also share photos & videos with us so we can help you boost that as well.

Post-Event

- ☐ **Leads sharing**
Please summarize leads collected from the event and discuss with your LAF representative to make sure we are able to properly assess every possibility and define how we can help.
- ☐ **Event Feedback**
We love to hear about what went well, what could have done better, and what not to happen in the future. So we can help improve the audience experience in the next show.
- ☐ **Follow-up Plan**
It is always the case that interested leads will need a detailed demonstration or even a demo at their site. Please plan this accordingly with your LAF representatives.

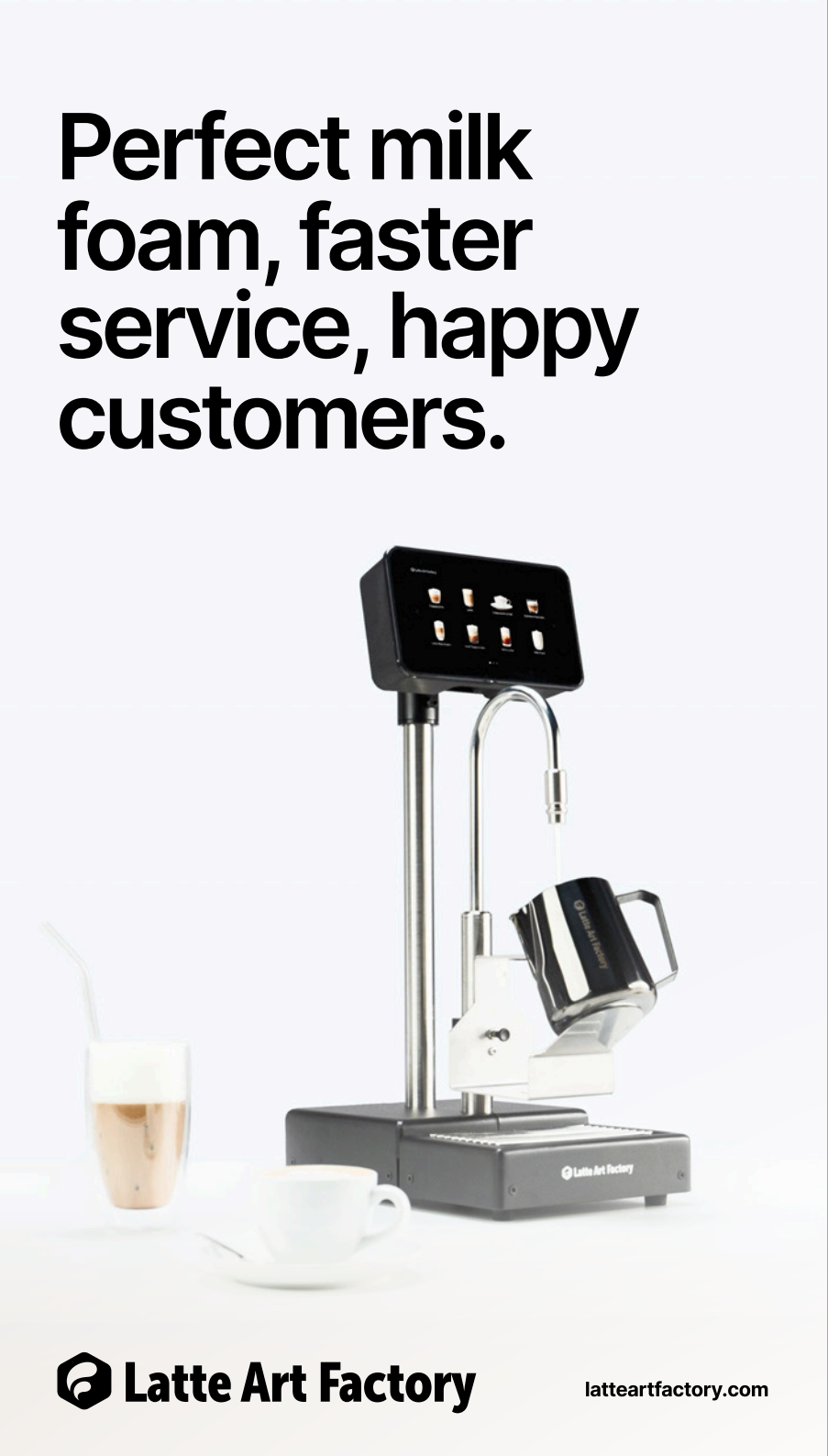


Applications



Posters

Use these examples as inspiration to ensure a consistent, engaging, and premium brand presence across all touchpoints. Sketches, mockups, and live applications help partners visualize how to bring LAF to their own setup.



Brochure

Use these examples as inspiration to ensure a consistent, engaging, and premium brand presence across all touchpoints. Sketches, mockups, and live applications help partners visualize how to bring LAF to their own setup.

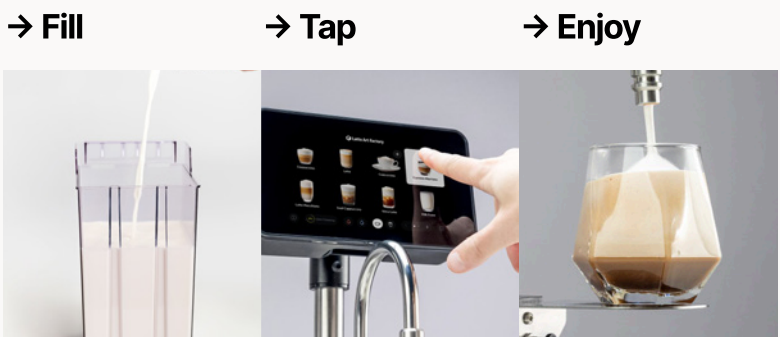


Perfect milk foam, faster service, happy customers.



Latte Art Factory latteartfactory.com

Get started in 3 steps



Level up your coffee business



latteartfactory.com

Our solutions ensure consistent high quality while enhancing your workflow efficiency. By utilizing our technology, you reduce staff training costs and minimize milk waste. Expand your menu offerings, save time and money, and streamline your café operations.

Unique features

Patented air flow technology	Precise dispense volume for less waste
Hot and cold foam on demand	Easily adjust texture from liquid to solid
Works with two liquids at once	Patented quick and easy cleaning
High temperature stability (4-75° C)	Full telemetry for fast remote service

New drinks at the touch of a button

→ Hot drinks	→ Cold drinks	→ Plant-based
→ Cappuccino	→ Nitro Cold Brew	→ Oat
→ Latte	→ Cold Brew Latte	→ Soy
→ Flat White	→ Nitro Mocha	→ Almond
→ Macchiato	→ Iced Latte	→ Coconut

latteartfactory.com

Flyer

Use these examples as inspiration to ensure a consistent, engaging, and premium brand presence across all touchpoints. Sketches, mockups, and live applications help partners visualize how to bring LAF to their own setup.



Unlock Your Cafe’s Potential

Welcome to the next level of cafe efficiency, where cutting costs and increasing productivity is just the beginning. Discover how our revolutionary milk foaming solution can transform your cafe.



 **Latte Art Factory**

20 %

Less Milk Waste

Save up to 20 % milk per cup – worth \$3,000–\$6,000 per year for busy cafés

50h

Less Training Time

Reduce barista training by up to 50 hours – saving \$1,000–\$1,500 per staff member

H → O

Higher Output

Serve more – double your drink volume from 150 to 300 cups per hour

↑ 30 %

Higher Earnings

Boost revenue by 20–30 % thanks to time savings, less waste, and higher throughput

 **Latte Art Factory**

[Latteartfactory.com](https://latteartfactory.com)

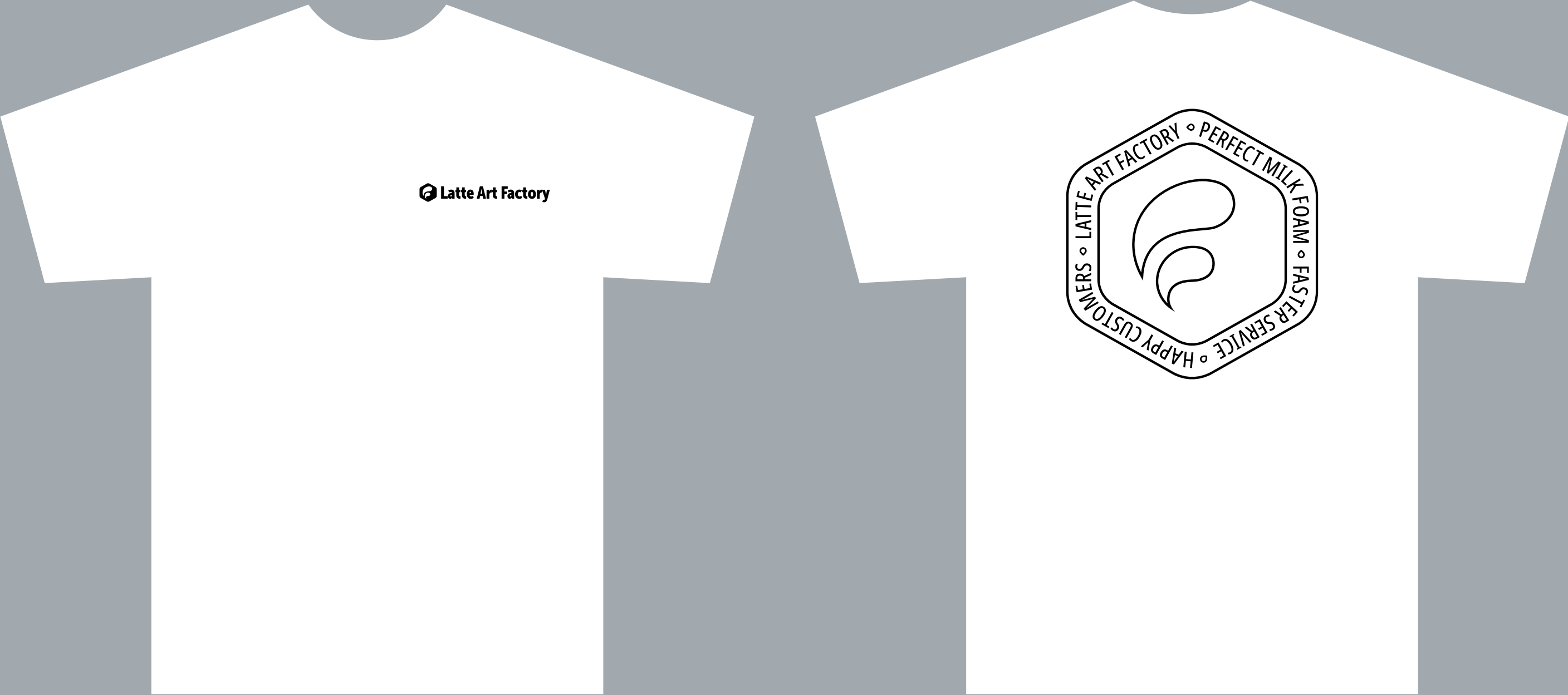
Graphics & Activations

Use these examples as inspiration to ensure a consistent, engaging, and premium brand presence across all touchpoints. Sketches, mockups, and live applications help partners visualize how to bring LAF to their own setup.



Merchandise Shirts

Merchandise can play a crucial role as a magnet to attract engagement with the audience. We offer a standard package of merchandise for events upon request.



Merchandise Sticker Sets



Our Support



Let's Make It Happen

Below is some of our support provided to help elevate audiences' engagement during the tradeshow. Feel free to reach out to us if there's a specific need.

Any questions, please feel free to reach out directly to marketing@latteartfactory.com

- Merchandise
- LAF Branding Design on your stand
- Activation Planning
- Social Media Campaign
- Marketing Materials
- Training





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 **Latte Art Factory**