



# **World Barista Championship Event Hosting Guidelines**

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## Request for Proposals (RFP)

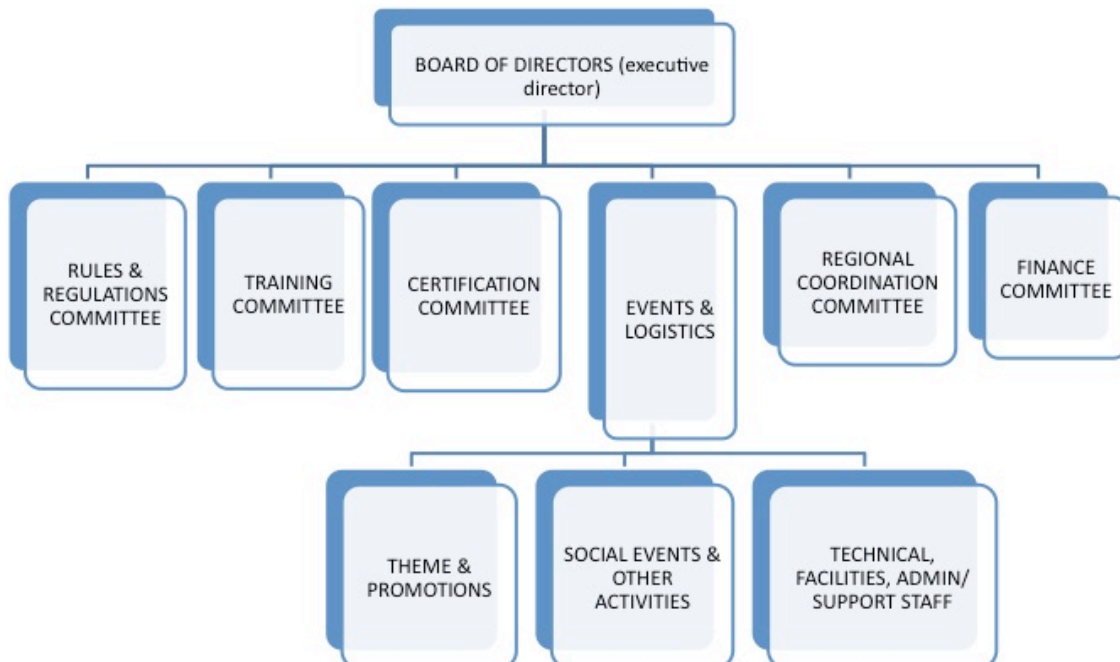
The board of directors of the World Barista Championship invites proposals for the 2011 WBC event. Interested parties should submit a proposal indicating they can meet the specific financial and logistical requirements outlined in this document. Please submit proposals according to the details in the Submission section of this document.

## Introduction

The World Barista Championship (WBC) is a not-for-profit organization founded by the Speciality Coffee Association of Europe (SCAE) and the Specialty Coffee Association of America (SCAA). WBC is the premier coffee competition platform engaging a worldwide audience, promoting excellence in coffee and advancing the barista profession. The event generally takes place in conjunction with the annual conference and exhibitions that are hosted by the SCAE and SCAA. There is the possibility some years that the event may be available to be hosted by a third party.

2000 Monte Carlo, Monaco SCAE 14 Countries Represented  
2001 Miami, USA SCAA 17 Countries Represented  
2002 Oslo, Norway SCAE 26 Countries Represented  
2003 Boston, USA SCAA 22 Countries Represented  
2004 Trieste, Italy SCAE 34 Countries Represented  
2005 Seattle, USA SCAA 35 Countries Represented  
2006 Berne, Switzerland SCAE 39 Countries Represented  
2007 Tokyo, Japan SCAJ 45 Countries Represented  
2008 Copenhagen, Denmark SCAE 51 Countries Represented  
2009 Atlanta, USA SCAA 51 Countries Represented  
2010 London, United Kingdom SCAE (TBD)

The WBC is managed by an Executive Director that oversees the entire competition event and all year-round activities. The organizational structure involves a board of directors that delegate specific areas of responsibility to various committees, and sub-committees.

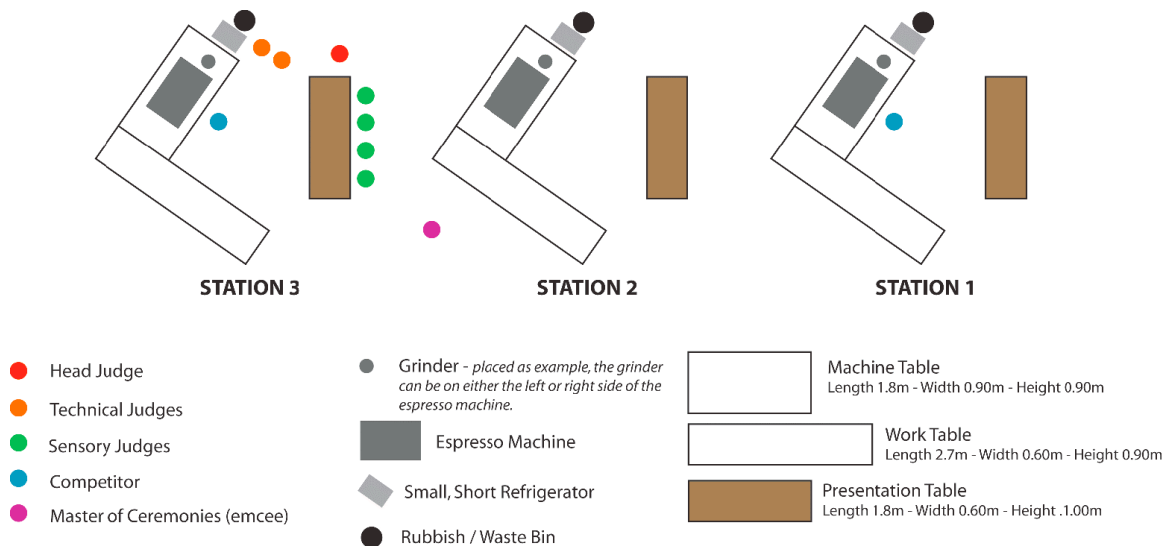


## WBC Event Structure

The WBC event is a multi-day competition that involves competitors, judges, and volunteers from various countries around the world. The competing barista's have 15 minutes to make a set of espresso, cappuccino, and signature beverages for the judges. The beverages are judged by four sensory judges while two technical judges review the barista's technical performance and one head judge presides over the entire presentation. One barista from each country competes in the preliminary round, then the top xx scoring baristas will proceed into a semi-final round. From the semi-final round, the top 6 will compete again in a finals round to determine the winner with the highest score, who becomes the World Barista Champion.

## Floor plan

The WBC event is presented on a ground level stage with three competition stations. The stations may be placed at different angles for best viewing but each station must have an identical set-up.



The main stage floor should be at least 8m x 18m (approx 26ft x 60ft). The stage should have a perimeter of stanchions or similar to separate the audience area. Audience seating can be positioned around 3 sides of the stage. A minimum of 800 seats is required, with some gradual elevation in the seating to allow for better stage viewing. Adjacent to the stage should be a backdrop with access to a preparation area for the competitors. The Competitor Preparation Room should be 34m x 12m (approx 112ft x 40ft), and stocked with the items listed in the WBC Supply List. Near the stage area should a Judges Room, 9m x 6m (approx 30ft x 20ft) stocked with the items listed in the WBC Supply List. Near the Judges Room should be a private, Scorekeeping Room 6m x 6m (20ft x 20ft). The floor plan should also include room for any special areas for blogging, audio/visual stations or activity areas that might be designed for the event, and designated space for WBC event sponsors.

## Facilities

The facilities should include water and power in all areas, as listed in the WBC supply list. The facility must have at least four (4) wired connections at xx speed for high-speed internet access designated for blogging and live streaming.

### **Audio / Visual**

An Audio/Visual crew will be needed for the entire multi-day event. The crew will be the only allowed access to manage live video footage and sound for the duration of the competition. The WBC will be responsible for hiring the crew and will maintain all rights to any intellectual property from the event.

### **Sponsorship**

The host and the WBC will work closely to review the sponsorship recognition areas of the entire trade show. The host will not have any access or responsibility to sell sponsorships for the WBC area. WBC will manage all sponsorships related to the competition. The host will only be responsible for the sponsorship pertaining to the trade show.

### **Themes and Signage**

The WBC will design an artistic theme for the WBC event and carry out promotions leading up to the WBC event. The WBC will provide the host with the artwork for the signage to be displayed during the event. Large banners and other signage are to be placed on the exterior and interior of the facility and around areas of WBC activity. The on-site signage will be printed as the responsibility of the host.

### **Additional Resources**

The WBC will require access to the facility two days prior to the start of the competition to hold a Judges Workshop and Competitors' Meeting and Practice time. The facility should be ready for these activities and equipped with the items as required on the WBC Supply List. The host will be required to provide staff to set-up, break down, and clean the area on a daily or needed basis.

### **Date and Location**

The WBC event can be held in conjunction with a coffee or food industry related conference or exhibition. The event should take place between April and July, 2010. The event should be located in an official exhibition center or major venue site within the host city.

### **Public Access & Attendance Fees**

The host event must be open and free to all competitors, coaches, judges, volunteers, and staff of the WBC. The public access into the WBC event is highly recommended. If an attendance fee is required to attend the event, the fee should be similar to \$10 USD for daily entry.

### **Host City Profile**

The host city should be a major metropolitan city with access to 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 proximity to the event.

### **Planning Schedule**

The WBC will require a minimum of three (3), in person, planning meetings that may involve on-site reviews of the event facility. The meetings should be scheduled at approximately 6 months, 3 months, and 1 month prior to the event. The host will cover the travel expenses of the WBC representatives to the host city for the planning meetings.

### **Lodging & Food**

The host city should have a variety of lodging options for the event. The host must negotiate special event room rates from at least five (5) nearby hotels. The host will coordinate promotion of the event hotels on the hosts' website. The WBC will need an allocation of 20 rooms, paid for by the host, for use by WBC staff and special guests. The main WBC hotel should be 3-star or more and have access to high-speed internet.

### **Transportation**

Daily shuttles should be available from the event hotels for the event guests. The shuttle schedules should coordinate with WBC scheduled activities. Parking and public transportation should be easily accessible to all attendees.

### **Promotion of the Conference**

The conference should be promoted by press releases, fliers, and other marketing materials, leading up to the event. All marketing materials should reflect WBC's participation in the event and are subject for approval by the WBC.

### **Financial Contribution**

The host should be prepared financially to support the facility requirements and build-out of the WBC stage area, rooms, and supplies and all other areas detailed in this document. A more complete breakdown of financial responsibility can be found in the WBC Supply List.

### **Review Process**

The WBC board will review all the submissions for hosting the 2010 WBC Event. Submissions will be reviewed in consideration of the hosts experience with conference and exhibitions, and ability to meet the financial requirements. The host city will be considered for it's areas of attraction, receptiveness for the event, and benefit to the WBC's global representation and outreach.

### **Submissions**

All submissions should be sent as PDF documents. The deadline for proposals is January 15, 2010. 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
- Proposal of Promotions

Please send submissions to the Executive Director, Cindy Chang via email at [cindy@worldbaristachampionship.org](mailto:cindy@worldbaristachampionship.org) before the deadline date.