



17<sup>TH</sup> SCTA FORUM & DINNER  
**PERFORMANCE  
UNLOCKED**

Winning and Leading in the  
New Coffee Economy

1-2  
10  
26

Montreux  
Switzerland



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17<sup>TH</sup> SCTA  
FORUM & DINNER



**SCTA**

SCHWEIZERISCHE KAFFEEHÄNDLER VEREINIGUNG  
ASSOCIATION SUISSE DES NÉGOCIANTS EN CAFÉ  
ASSOCIAZIONE SVIZZERA DEI NEGOZANTI IN CAFFÈ  
SWISS COFFEE TRADE ASSOCIATION

**SCTA**

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## WELCOME

# 17<sup>th</sup> SCTA FORUM NOW IN MONTREUX, SWITZERLAND

The SCTA Forum & Dinner returns for its 17<sup>th</sup> edition with a clear purpose: to bring leaders of the global coffee community together at a moment when leadership matters more than ever.

In 2026, the Forum comes to Montreux for the first time — a city shaped by creativity, open dialogue, and global exchange.

Guided by the theme *Performance Unlocked: Winning and Leading in the New Coffee Economy*, the Forum will explore what it means to perform and lead in a rapidly evolving global environment—where shifting geopolitics, realigning markets, and accelerating technology call for clarity, direction, and long-term value.

For sponsors, the Forum is not just a platform for visibility, but a place to stand alongside industry peers who believe that progress is built collectively, and that leadership is measured by the impact we create.

We look forward to welcoming you into this conversation and to shaping the future of the global coffee trade together.

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## SCTA FORUM & DINNER OVERVIEW

The SCTA Forum & Dinner centres on a 2-day Forum and Gala Dinner experience, with a Thursday evening Welcome Cocktail for all Forum participants.

### Gala Dinner (Friday evening)

All Gala Dinner guests receive full access to the 2-day Forum and the Welcome Cocktail.

### 2-day Forum (Thursday & Friday)

A limited number of Forum Passes are available for purchase from early summer, including access to the Forum and the Thursday Welcome Cocktail.

THURSDAY AND FRIDAY

### SCTA Forum & Gala Dinner

- Full access to the 2-day Forum
- Welcome Cocktail (Thursday evening)
- Gala Dinner (Friday evening)
  - Pre-Dinner Reception
  - Black-Tie Dinner
  - Themed After-Party until late

Access via hosted tables for  
SCTA sponsors and members

THURSDAY AND FRIDAY

### SCTA Forum Pass

- Full access to the 2-day Forum
- Welcome Cocktail (Thursday evening)

Limited availability - Online  
purchase from early summer

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## SPONSORSHIP OVERVIEW

Sponsorship of the SCTA Forum & Dinner is a statement of leadership, placing organisations at the heart of the global coffee community with the access, presence and platform to host key stakeholders and help shape the conversations defining the future of the coffee trade.



	<b>GOLD</b> CHF 40'000.-	<b>SILVER</b> CHF 25'000.-	<b>BRONZE</b> CHF 15'000.-
<b>GALA DINNER TABLES</b> RIGHT TO PURCHASE TABLES	<b>3</b>	<b>2</b>	<b>1</b>
<b>GALA DINNER PRIORITY</b> TABLE PLACEMENT	★★★	★★	★
<b>COMPLIMENTARY FORUM PASSES</b> (ADDITIONAL TO DINNER GUESTS' FORUM ACCESS)	<b>8</b>	<b>6</b>	<b>4</b>
<b>BRAND VISIBILITY &amp; RECOGNITION</b>	∅∅∅	∅∅	∅
<b>EXHIBITION BOOTH</b>	∅		
<b>COST PER TABLE<sup>1/2</sup></b>	CHF 5'000.-	CHF 5'000.-	CHF 5'000.-

<sup>1</sup> Forum Access for Gala Dinner Guests Maximum 10 Guests per table<sup>2</sup> Cost per table for Sponsors CHF 5,000.- vs. Non-Sponsors CHF 6,500.-

### EXHIBITION SPONSOR CHF 5'000 MINIMUM

<b>EXHIBITION BOOTH</b>	<b>SPACE: 3 × 3 M</b>
<b>OPTIONAL ADD-ONS</b>	<b>AVAILABLE ON REQUEST</b>
<b>COMPLIMENTARY</b> <b>FORUM PASSES</b>	<b>2</b>

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## GOLD SPONSORSHIP

CHF 40,000



Gold Sponsorship offers the highest level of visibility, engagement and leadership positioning at the SCTA Forum & Dinner, placing organisations at the centre of strategic dialogue and relationship-building. It provides prominent presence, meaningful access and strong hosting opportunities for those seeking to actively contribute to the conversations shaping the future of the global coffee trade.

### Gold Sponsors benefit from:

- Priority right to purchase **up to 3 Gala Dinner** tables, enabling high-level hosting
- Guaranteed **priority table placement at the Gala Dinner**, right in front of the stage and centre of the room (subject to availability)
- **8 complimentary Forum Passes** for colleagues or guests
- **Enhanced social media visibility** before, during and after the event
- A **branded video presence on the main screen**, displayed at the start and end of panel discussions for maximum visibility
- A **3 x 3 metre exhibition space** (naked space) within the Forum venue
- **Prominent logo placement on the SCTA App home screen**, used by all participants throughout the event

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## SILVER SPONSORSHIP

CHF 25,000



Silver Sponsorship offers a strong and highly visible presence within the SCTA Forum & Dinner, combining brand recognition with access and hosting opportunities that support senior-level engagement. It connects organisations closely to the Forum experience and its leadership dialogue, enabling them to be clearly present, engaged and connected within the global coffee community.

### Silver Sponsors benefit from:

- Right to purchase **up to 2** Gala Dinner tables
- **Guaranteed priority table placement at the Gala Dinner**, closer to the stage (subject to availability)
- **6 complimentary Forum Passes**, enabling broader participation by teams and guests
- **Prominent social media highlights before**, during and after the event

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## BRONZE SPONSORSHIP

CHF 15,000

Bronze Sponsorship offers a focused and credible entry point into the SCTA sponsorship programme, combining brand visibility with access to the event's core experience. It enables organisations to be visibly present, engage with peers across the global coffee community and take part in the shared dialogue shaping the future of the coffee trade.

### Bronze Sponsors benefit from:

- Right to purchase **1 Gala Dinner table**
- **4 complimentary Forum Passes**
- **Social media acknowledgement as an SCTA sponsor**

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## EXHIBITION SPONSORSHIP

CHF 5,000

Exhibition Sponsorship offers organisations a focused and highly visible on-site presence within the SCTA Forum environment. With a limited number of exhibition spaces available, each exhibitor benefits from strong visibility and direct engagement with Forum participants throughout the two-day event.

### Exhibition Sponsors benefit from:

- A **3 x 3 metre exhibition space** (naked space) within the Forum venue
- **2 complimentary Forum Passes** for booth staff or guests
- Optional add-ons (technical equipment, furniture) available on request

### Curated Exhibition Experience

Exhibition space is limited and offered on an application basis to ensure a focused, high-quality exhibition environment. Exhibiting organisations are selected to align with the Forum programme and to ensure relevance, value and meaningful engagement for all participants.

- **Application deadline:** 31 May
- **Confirmation:** 30<sup>th</sup> June
- **Exhibition space floor plan** available from early April

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## TABLE BOOKING INCLUDING 2-DAY FORUM ACCESS

TABLE PRICING // 10 GUESTS PER TABLE

Table price	Price
Sponsor (member & non-member)	CHF 5,000.-
Member (non-sponsor)	CHF 6,500.-

- During the sponsorship round (until 31 March), table bookings are reserved exclusively for sponsors.
- Following the close of the sponsorship round, any remaining tables will be made available to SCTA members, subject to availability.
- Remaining tables will be communicated to members in early April and allocated on a first-come, first-served basis.
- Table hosting for non-members is available only through confirmed sponsorship.



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## 2-DAY FORUM ONLY ACCESS

Access to the SCTA Forum is available through the purchase of a 2-day Forum Pass, offering full participation in the Forum programme on Thursday and Friday.

### The Forum Pass includes:

- full access to the 2-day Forum on Thursday and Friday
- access to the Welcome Cocktail on Thursday evening

The Gala Dinner on Friday evening is **not included** in the Forum Pass and remains reserved for invited guests of SCTA sponsors and members hosting a table.

### FORUM PASS REGISTRATION FEES & TIMINGS\*

Online **Forum Pass** sales will open on **4 May 2026**.

Only two-day Forum Passes are available; single-day tickets are not sold.  
Advance registration required, no on-site sales.

Forum Pass Registration	Early Bird 4 May - 30 June	Regular 1 July - 15 September	Late 16 - 30 September (no on-site sales)
Member	CHF 550.-	CHF 650.-	CHF 750.-
Non-Member	CHF 750.-	CHF 850.-	CHF 950.-



## MEETING & SEMINAR ROOMS

The Forum is designed to create space for focused conversation and meaningful exchange. To support this, the conference centre offers 16 meeting and seminar rooms for private meetings, workshops and side sessions, located across three floors within the venue and available in a range of sizes to suit different formats.

Detailed meeting room information will be shared in due course, with bookings opening from 11<sup>th</sup> May.

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## CONTACT

Swiss Coffee Trade Association (SCTA)

Email: [info@sc-ta.ch](mailto:info@sc-ta.ch)

Website: [www.sc-ta.ch](http://www.sc-ta.ch)

**"IF YOU WANT PEACE  
OF SOUL, COME TO  
MONTREUX."**

— Freddie Mercury

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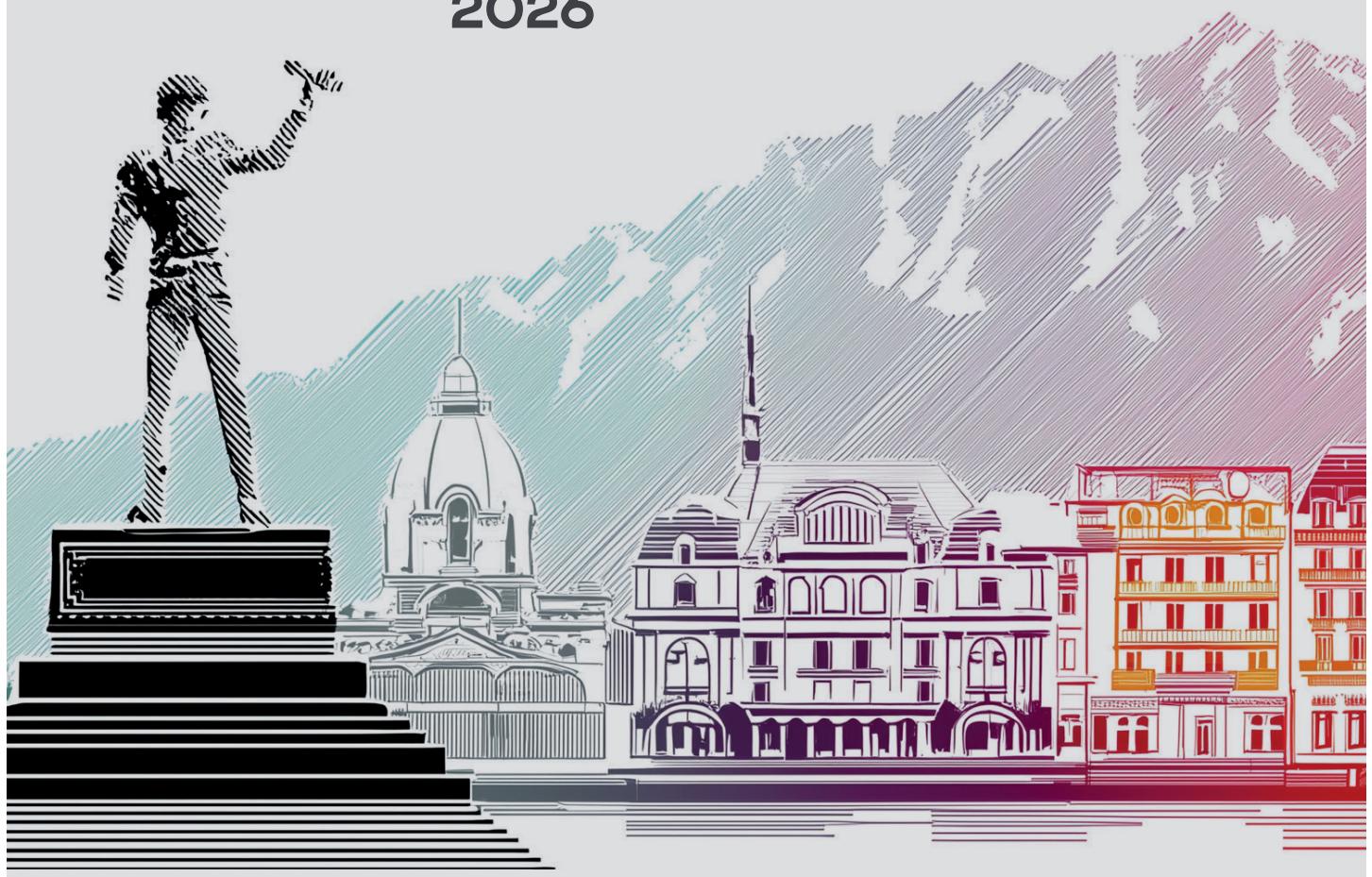


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LOOKING  
FORWARD TO  
**SEEING  
YOU**  
IN MONTREUX  
1-2 OCTOBER  
2026





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