

Espresso Dave's Event Book



6 Steps to successful events,
time after time!

*"You were the hit of our booth. I look forward
to working with you again!"*

**Kimberly,
Lexington, MA**



Meet Espresso Dave!

My name is David Salzman. I'm a coffee nut. For years, I was frustrated by the lack of specialty coffees at business and social events.

Several years ago, I made it my mission to offer an alternative to alcoholic drinks, ordinary coffee and sugary sodas. I designed a portable cart and a set of procedures that make it practical for me to unobtrusively bring freshly-brewed specialty coffees to events large and small.

I have been bringing the sights and sounds, smells and flavors of freshly-brewed coffees to events throughout the Northeast.



espresso dave's
catering service

David Salzman
1500A Lafayette Road, # 164
Portsmouth, NH 03801
888-221-9029
603-778-4776
Dave@espressodave.com
www.espressodave.com

1 Plan ahead

Begin planning your event by contacting Espresso Dave, the non-alcoholic way to add pizzazz to your special event.

We bring the excitement of freshly-brewed espressos, cappuccinos, lattes, mochaccinos and chai teas throughout the East Coast. Our portable cart permits us to easily visit events throughout the Northeast, including Boston and its suburbs, Hartford/New Haven, New York City and the Maine/New Hampshire Seacoast.

Espresso Dave can add a special flair to events like:

- Weddings and receptions.
- Trade shows.
- Bar/Bat Mitzvahs (Kosher available).
- New product introductions.
- Stockholder meetings.
- Holiday parties.
- Fund raisers.
- Customer and employee appreciation days.

Our client list includes associations, individuals and start-ups, regional firms and Fortune 500 firms like Microsoft.

If you have an idea that's not listed above, give us a call!



"I've never been to a Bar Mitzvah before where they served cappuccino!"

Mark,
NYC

2 Refreshments

Next, choose the refreshments you plan to serve.

Refreshments play a major role in setting the tone of your event. The type of refreshments you offer also influences guest behavior and their memories of your event.

There is a world of difference between offering conventional coffee (or soft drinks) and Espresso Dave's *individually-created, freshly-brewed* beverages, Beverages made on the spot like cappuccinos, espressos, latte and chai tea project an upscale, "we really care!" image.

In addition, trade show visitors to your booth are likely to spend more time at your booth and be more open to conversation if you serve them an individually-brewed espresso or cappuccino.

Espresso Dave offers a variety of caffeinated and decaffeinated beverages. Both hot and cold brews are available.

Espresso Dave takes the worry out of providing refreshments. We take care of everything! Our clients frequently comment that: "Dave makes it easy!"



"You made me look like a hero!"

Donna,
HR Director



You can "brand" Espresso Dave's presence at your event by providing cups, napkins, sugar custom pre-printed with your corporate or event logo.

If desired, you or your caterer can provide linen placemats and napkins.

You can choose from a variety of Espresso Dave cart colors, or apply your own skirting. You can also substitute your logo and/or the name and date of the event on the front of our cart.

When appropriate, we can also set up on a counter or tabletop.



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Our clients frequently compliment us on our efficiency. We take care of everything, including set-up and clean-up. We "carry everything in" and "carry it out." We leave your premises as neat as when we arrived.

Our self-contained espresso cart does not require a water hookup. The only thing we need is 110 volt AC electrical service.

It takes us less than twenty minutes between the time we arrive at your location and the time we serve our first freshly-brewed hot beverage!

We can set-up outdoors, under-the-stars, or indoors.

3 Entertainment

Decide how you're going to keep your guests or trade show visitors entertained.

Espresso Dave's presence adds to the ambience of your event. Your guests will associate the smell of freshly brewed coffee with pleasure. Their perception of pleasure will be enhanced by the sight and sound of steam and the warmth of their cup of freshly-brewed coffee.

We walk a careful line between efficiency and friendliness. We take the time to briefly welcome and chat with each guest as they watch their beverage being prepared, yet we are pleased with the high traffic we can accommodate.

Two carts, and either one or two operators, are available for high-traffic occasions.

Although we are flexible on the point, we do not expect or solicit tips. Your satisfaction, and your guests' satisfaction, are enough for us.



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"This is Seattle quality!"

Melanie,
Project Manager
Redmond, WA



4 Invitations

Print and mail invitations as far ahead of time as possible.

The more advance notice you give your guests, the easier it will be for them to plan to attend and the more they will look forward your event.

When choosing a date for your event, watch out for holidays (like Mother's Day or religious holidays) or other scheduled events that may reduce attendance at your event or detract from your event. Find out what other events may be scheduled on the same date in the hotel or facility where you are considering holding your event. (A large, boisterous crowd from another event may interfere with the atmosphere you are attempting to create.

Since your choice of refreshments plays a major role in the success of your event, finalize and contract for space, entertainment and food service before printing your invitations. At no extra charge, Espresso Dave can provide you with artwork you can include in your flyer, invitation or newsletter promoting our presence at your event. (Our presence has frequently been featured on the cover of event catalogs as an attendance builder.)



"You are a regular part of our exhibit booth."

Carla,
PR Manager



We are available for both special events as well as events repeated every month.

For example, many firms contract with us for their monthly Employee Appreciation Days. These are typically held the same day of each month, i.e. the first Monday, Tuesday or Wednesday.

Other firms hire us for special occasions, like important client and stockholder meetings, board of directors meetings, new product introductions and trade shows.

Our corporate clients range in size from 20 to 2,000 employees at one location.



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5 Confirmations

Espresso Dave offers a wide variety of refreshments for your customers, employees, friends and trade show visitors.

You and/or your guests can select from a variety of hot and cold coffees and teas, including cappuchinos, espressos and latte as well as steamed milk and tea. Both caffeinated and decaffeinated brews are available.

Confirm all arrangements a few days before your event.

Confirmation is especially true if much time has elapsed between the time you sent your invitations and the date of your event. There are several reasons to confirm all arrangements by phone or e-mail a few days ahead of time.

- *First*, a confirmation phone call provides you with another opportunity to promote the entertainment and refreshments you will be serving at your event. Before trade shows, for example, you can invite clients for a cup of espresso and schedule your meetings with them.
- *Second*, In addition to reminding guests about your event, these calls provide a valuable opportunity to set up appointments with prospects and customers. "Be sure to stop by and enjoy your cup of cappuccino!" is an excellent way to build traffic at your new product introduction or trade show booth.
- *Third*, confirming attendance projects an image of professionalism that tangibly communicates your firm's credibility and attention to detail.



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"I will recommend you to everyone!"

Jean,
HR Director

6 Finishing touches

We'll call you to confirm the details.

A few days before your event, Espresso Dave will contact you and verify all arrangements. This call gives us an opportunity to verify event location and set-up arrangements, the availability of 110 volt AC electrical service and double-check set-up and cart dismantle times.

We will also verify the number of anticipated guests and previously-agreed upon beverage choices.

It's difficult to overestimate the number of problems that have been avoided by this simple last-minute confirmation call. Our call will confirm the following points:

Event date

Set-up time

Start time

Cart color

Beverage choices

End time

Breakdown



We can customize our presence at your event in several ways.

You can choose from a variety of cart colors or we can also customize our cart with your corporate or event logo (at optional cost).

Our cart can appear with, or without, an umbrella. We can also omit the shelves or skirt our cart.

When appropriate, we can set up our espresso machine on a skirted or unskirted table.

"You set-up and packed in no time!"

**Sheila,
Redomind, WA**



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