



MEET AMERICA'S
BRIGHTEST CITY



World of Coffee 2026 | Specialty Coffee Association
Friday, April 10th – Sunday, April 12th, 2026
Anticipated Attendance: 14,000

Group Description

The Specialty Coffee Association (SCA) is the largest global coffee trade association dedicated to making coffee better by fostering a global coffee community and supporting activities to make specialty coffee a thriving, equitable, and sustainable endeavor for the entire value chain. Through collaboration and progressive approaches, it supports the industry through research, standards, education, and events. Working around the world, the SCA elevates worldwide standards, providing value and connectivity to the growing global community.

Attendee Profile

Attendees will include coffee professionals across the entire value chain—roasters, café and coffee shop owners, buyers and retailers, green coffee producers and importers, wholesalers, equipment manufacturers, baristas, trainers, and service providers—all looking to network, source new products, expand their business, and stay on top of industry trends. The show also features educational lectures and workshops led by industry experts, sensory experiences like cupping sessions and Roaster Village, and prestigious competitions such as the World Latte Art Championship, which further broaden the appeal to professionals seeking both skill development and community engagement.

Off-Site Scheduled Events

No offsite events scheduled.

Shuttle Information

No shuttle provided.

Contact Information

Kim Borneman, National Sales Director, SDTA
Alison Milardovich, Client Services Manager, SDTA

Guest Room Block

Participating Hotels	Peak Room Night
Total Peak Nights = 2,752	
AC Hotel San Diego Downtown Gaslamp Quarter	51
Bristol Hotel	70
DoubleTree by Hilton San Diego Mission Valley	22
Embassy Suites Hotel San Diego Bay – Downtown	150
Hard Rock Hotel San Diego	129
Hilton La Jolla Torrey Pines	85
Hilton San Diego Bayfront Hotel	800
Hilton San Diego Gaslamp Quarter	150
Hotel Indigo – San Diego Gaslamp Quarter	100
Hotel Z	40
Manchester Grand Hyatt San Diego	205
Marriott Marquis San Diego Marina	400
Omni San Diego Hotel at the Ballpark	300
San Diego Marriott Gaslamp Quarter	150
The Dextro	100

Schedule of Events

Date	Fri Apr 10	Sat Apr 11	Sun Apr 12
Attendee Open Meals	All Meals	All Meals	All Meals
Convention Center Agenda	7:00AM-5:00PM Registration Open	8:00AM-9:30AM IWCA Breakfast <i>*Ticketed Event</i>	
	8:30AM-10:00AM World of Coffee Opening Kick-Off Breakfast <i>*2,500 ppl appr.</i>	8:00AM-5:00PM Registration Open	8:00AM-2:00PM Registration Open
	8:30AM-4:00PM Lectures, Workshops, Presentations & Poster Sessions	8:00AM-4:00PM Lectures, Workshops, Presentations & Poster Sessions	8:00AM-1:00PM Lectures, Workshops, Presentations & Poster Sessions
	3:00PM-4:30PM Sustainability Awards	12:00PM-1:00PM CQI 30 th Anniversary <i>*Ticketed Event</i>	11:00AM-2:00PM Best New Product Presentations, Display and Awards
	4:00PM-5:00PM Community Happy Hour	4:00PM-5:00PM Community Happy Hour	
	5:00PM-7:00PM Volunteer Reception		

*[*Schedule is subject to change](#)*