

Q ThreeSixty Crop to Cup Coffee Pavilion

Experience & Setup Manual



Coffee Division



Ecosystem Partner



Official Brewing Partner

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Introduction

The **Q ThreeSixty Crop to Cup Pavilion** is designed as an immersive, multi-sensory experience that brings the entire coffee value chain to life - from cultivation to consumption. Rooted in the philosophy of transforming potential into enterprise, this pavilion aims to spark awareness, inspire entrepreneurship, and highlight the economic, cultural, and sustainable dimensions of coffee.

This manual provides a comprehensive guide for the setup, coordination, and operation of the pavilion, ensuring each section is built and managed effectively to deliver a seamless visitor experience.

1. Pavilion Layout and Zones

The pavilion comprises **12 interconnected panels**, each representing a unique stage in the coffee journey. Zone 1 will comprise panels 0 to 5 and Zone 2 will comprise panels 6 to 12.

Section	Theme	Experience Focus
1	Fatemi Philosophy	Spiritual and ethical roots of coffee trade and business.
2	Origins of Coffee	Interactive display of the entire coffee value chain.
3	Cultivation	Detailed information on the cultivation process of coffee
4	Harvesting & Processing	AV presentation of the harvesting and processing methods of coffee with explanation
5	Coffee Regions & Flavours	Breakdown of different coffees and flavour profiles based on their geographical location
6	Coffee Drinks Explained	Breakdown of products and drinks that can be produced from coffee beans
7	Yemen Showcase	Linkages between the history of coffee farming in Yemen and the community
8	Coffee Industry and Trade	Emerging trends in Indian coffee space and available opportunities
9	Roasting & Grinding	Detailed explanation of the roasting and grinding process with appropriate machinery setup
10	Tasting & Sampling	Explanation on the process of tasting and sampling along with tactile beans for differentiation
11	Packaging & Distribution	Available opportunities for creating a distinct brand identity with industry collaborations

12	Call to Action	Training, entrepreneurship, and incubation pathways.
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2. Equipment & Resource Checklist

Category	Requirements
Structural Setup	Modular Octonorm frames, partition panels, flooring, electrical fittings.
Display Equipment	2 LED TVs (55"), stands/ mounts, HDMI/USB connectivity.
Coffee Equipment	Sample roasting machine (Aillio R2 Pro or equivalent), manual brewers (V60, Chemex, AeroPress, Moka Pot), grinders, espresso setup.
Decor & Signage	Section headers, wall graphics, directional boards, infographics.
Content Material	QR codes for each section, printed brochures, feedback forms.
Safety Equipment	Extension cords, surge protectors, first aid kit, fire extinguisher.
Staff Support	2 trained representatives per section, 1 supervisor per 3 panels.

3. Setup Timeline & Responsibilities

Task	Description	Timeline	Owner
Pavilion Design Finalization	Confirm section layout and flow.	4 weeks before event	Design Lead
Equipment Procurement	Confirm all brewing and display tools.	3 weeks before event	Logistics Lead
Vendor Engagement	Finalize local event fabricator and setup partner.	3 weeks before event	Vendor Manager
Section Printing	Panels, infographics, and QR integration.	2 weeks before event	Creative Team
Equipment Testing	Trial run for roasting, brewing, and digital displays.	1 week before event	Technical Team
Physical Assembly	Frame, wiring, decor, and signage installation.	3 days before event	Vendor Team
Dry Run & Quality Check	Full walkthrough, mock visitor flow, and content check.	1 day before event	Pavilion Coordinator
Event Execution	Pavilion operations and audience management.	Event Days	Pavilion Team
Post-event Dismantling	Structure removal and inventory return.	1 day after event	Vendor Team

4. Branding

- The following logos need to come on marketing collaterals as well on the sign board in the same order - DBohra® Coffee Division, Q ThreeSixty, Atal Incubation Center of Coffee Board of India - Ecosystem Partner, Hario - Official Brewing Partner
- Mentioning the role of partners is important in all on-site and marketing communications
- The name of the pavilion needs to be mentioned in full in the following manner - Q ThreeSixty Crop to Cup Coffee Pavilion

5. Local Vendor Engagement

- Identify a local vendor experienced in modular pavilion setups.
- Share 3D layout, technical drawings, and content visuals.
- Ensure local sourcing for decor, electrical work, and installation support.
- Conduct a pre-installation briefing and on-site supervision.

6. Setup Guidelines

- Begin with **Panel 1 (Fatimi Philosophy)** at the entry point to set thematic context.
- Sequential flow through Panels 2–12 ensures educational continuity.
- Include live demo zones (brewing, roasting, packaging) with safety boundaries.
- Maintain consistent lighting and branding tone across sections.

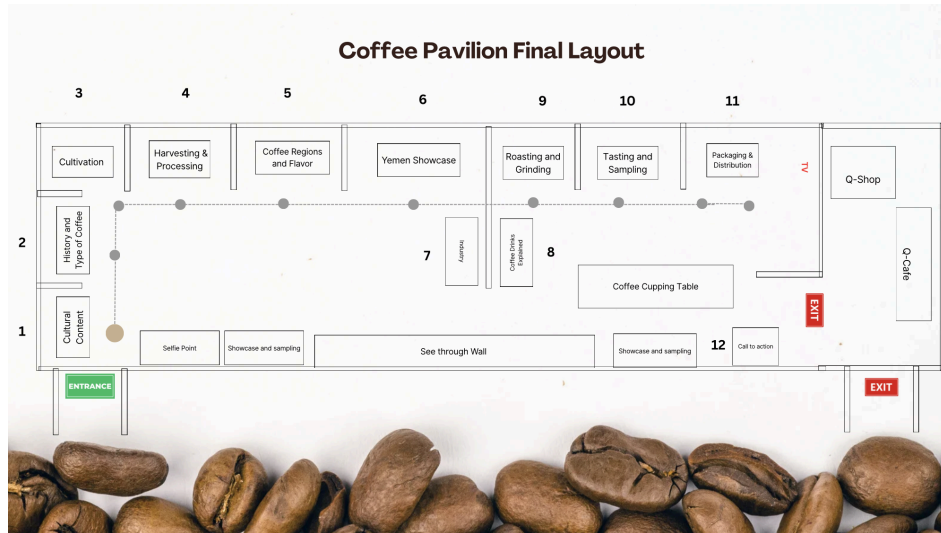
7. Compliance & Safety

- Obtain local authority permissions if needed.
- Ensure proper electrical load management.
- Keep aisles clear and accessible.
- Conduct a one-hour fire safety and first aid briefing with all staff.

8. Visual Layout Diagram

(Sample illustrative layout for 40ft x 26ft pavilion)

Entry → [1] Philosophy → [2] Origins of Coffee → [3] Cultivation → [4] Harvesting & Processing → [5] Brewing → [6] Sampling → [7] Packaging → [8] Health → [9] Machinery → [10] Regions → [11] Policies → [12] Call to Action → Exit



9. Event Day Run-through

Pre-opening Checks: - Ensure all machines, screens, and lights function properly. - Test each QR code and ensure Wi-Fi connectivity. - Verify tasting materials (cups, spoons, napkins) are clean and stocked. - Conduct aroma and flavor sampling checks for quality consistency.

During Event: - Staff must wear identifiable badges. - Keep a rotation plan for brewing demonstrations every hour. - Engage visitors through short trivia or taste-identification games.

Post-event: - Record daily visitor data and collect feedback. - Safely store and label reusable equipment.

10. Feedback & QR Integration

- Each section will feature a dedicated QR linking to:
 - Section insights (in English and Lisan al-Dawat)

- Visitor feedback form
- Registration for upcoming coffee workshops.
- Collect analytics post-event for participation metrics.

Conclusion

The **Q Three Sixty Crop to Cup Pavilion** is not merely an exhibit - it is a journey from awareness to action. Through a blend of storytelling, interactivity, and entrepreneurship, it seeks to brew curiosity, confidence, and capability in every visitor who steps in.