



# THE BEST OF ITALY GALA NIGHT

Join us to celebrate our 25<sup>th</sup> anniversary

Miami, 22 October 2016

# WHO ARE WE **an overview**

The Italy-America Chamber of Commerce Southeast (IACC) is a **US non-profit corporation** recognized by the Italian government.

Founded in 1991 in Miami, **the Chamber serves the Italian business community** in the southeast.

**Its mandate is to promote trade** between the United States and Italy.

The IACC counts with **220 corporate members** and many more institutional partners in both countries.

# THE EVENT *goals*



Showcase the best of Italy's fashion, design, food and entertainment in one night through various events, all Downtown Miami.  
*Saturday, 22 October 2016.*



# THE EVENT\* street exhibit



Italian design and fashion show, in a night street exhibit  
Downtown Miami.

Expected visitors: 1,000 people

# THE EVENT cars and motorcycles



Display of Italian cars and motorcycles on Flagler Street.  
Expected visitors: 1,000 people



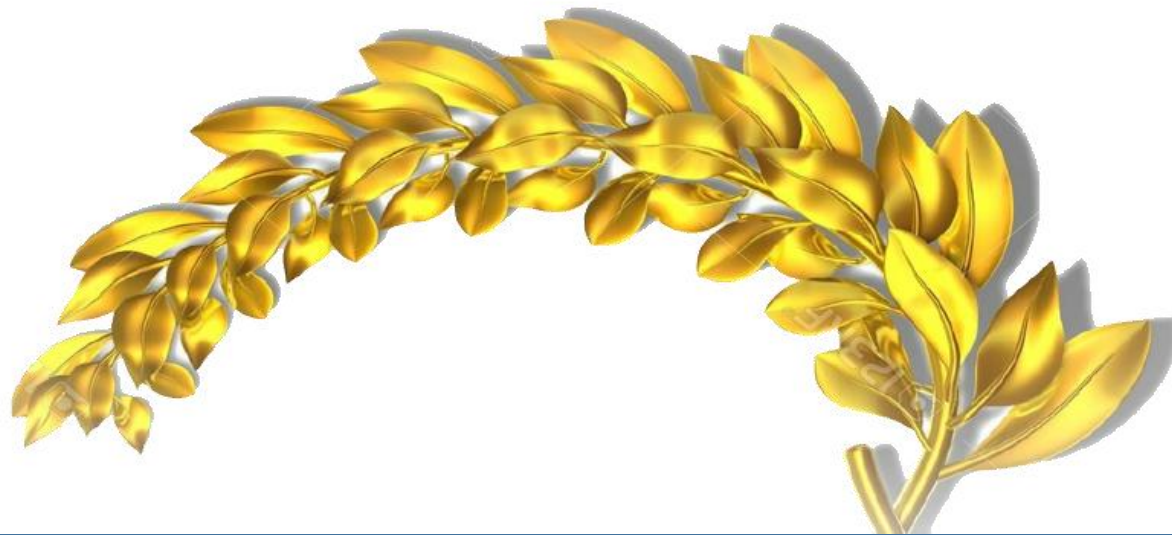
# THE EVENT cocktail and gala dinner



Cocktail and VIP Gala dinner at the magnificent Alfred I. DuPont Building with a display of Italian products in the cocktail area and *Best of Italy* awards ceremony.

Expected guests: 300 people

# THE EVENT *Made in Italy Ambassador awards*



During the gala, *Made in Italy Ambassador awards* will honor remarkable entrepreneurs and innovators. Potential candidates include:

[Alessi](#) - [Bulgari](#) - [Cucinelli](#) – [Pininfarina](#) - [Zegna](#) - [Rosso](#) - [Elkann](#) - [Versace](#)

# THE EVENT *concert*

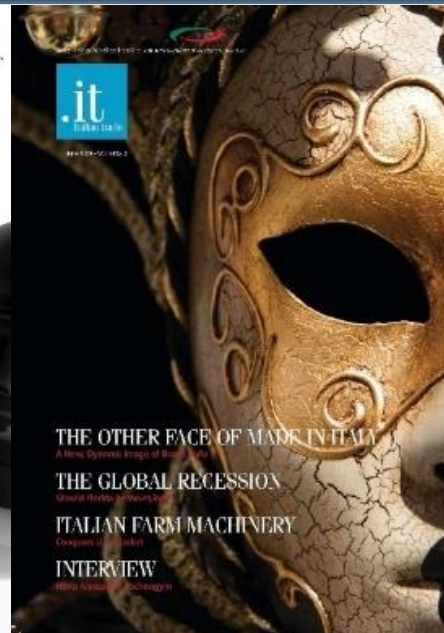


Charity concert by internationally renowned performers at the historic Olympia Theater, in Miami.

*Expected audience: 800 people*



# .it MAGAZINE *The best of Italy* special edition



Focus on Italian culture and design influence on the US lifestyle.  
 Interviews with illustrious Italian business leaders and event sponsors.  
**High-quality bilingual publication distributed to 3,000 influential leaders.**

# SPONSORSHIP what's in it for you?



Sponsors of *The best of Italy* will enjoy:  
Direct brand exposure to over 2,000 people  
Local and Italian media coverage  
Exclusive interview in the special *The Best of Italy* edition of .it magazine

Sponsorship deadline:  
Friday, 29 July 2016



# MIAMI capital of design

South Florida is home to a vibrant Italian community of more than **30,000 people** today.

**Italian design and lifestyle** have a strong influence in Miami in the areas of furnishings, architecture, automotive, jewelry and yachts.

Italian brands are synonymous of **quality, prestige and luxury**.

Miami today is an **international and sophisticated metropolis**, at the crossroads between the northern and southern America. Italian fashion and design brands have greatly contributed to the city's distinctive style.



# OFFICIAL LAUNCH cocktail reception



Cocktail reception and presentation of the event will take place in September 2016.

**Invitees: IACC members and Best of Italy sponsors.**

# CONTACT US

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