



AUTHENTIC ITALIAN TABLE



MIAMI
APRIL 25, 2018

AUTHENTIC ITALIAN TABLE

April 25, 2018

food festival

The event is part of the “Extraordinary Italian Taste” program, which is promoted by the Italian Government and is aimed to let the local consumers approaching the authentic Italian products.

Authentic Italian Table is a **Food Festival** organized in **Miami** and consisting in a Grand Tasting and collateral activities (qualified seminars / tasting) organized by the Chamber in collaboration with local partners and food and beverage industry leaders.

The event aims at the enrichment of the Italian culture through food and wine, partnerships with authentic Italian restaurants in the Miami area and co-branding initiatives with Italian food companies and wineries.

target

Influencers (journalists e food bloggers), **companies and professionals of food and beverage industry** (distributors, importers etc.) and **local consumers**.

Approx. 500+ guests

initiatives b2b

Business oriented activities for companies and professionals of F&B industry. **Panel** led by prestigious speakers, **VIP Networking Cocktail for Industry Leaders** and **B2B Meetings**. Festival preopening to influencers companies and professionals of F&B industry for **business meetings**.

media

Activity promoted through advertisements on social media and radio. Special edition of IACC .it trade magazine, focused on the “Extraordinary Italian Taste” and entirely dedicated to the restaurant industry and the Italian Food and Wine sector.

Digital publications and **3,000 copies printed** and distributed among an Italian Restaurants Network.



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Collateral Activities
April 24-26, 2018

During the prior and following days of the Food Festival, the restaurants will have the chance to organize food-related activities: culinary demonstrations, tasting, cooking lessons, etc. The activities will be advertised and exposed on local scale through media and social media of Authentic Italian Table.

collaborations

- 15 food industry local partners (restaurants, pizza restaurants, pastry shops, etc.)
- 5 beverage industry partners
- 10 co-branding and sponsorship activities



THE EXTRAORDINARY ITALIAN TASTE magazine special edition

The Italy-America Chamber of Commerce will publish an English edition of .it Magazine focused on the **Extraordinary Italian Taste program**, entirely dedicated to the restaurant industry and the Italian Food and Wine sector. Included in the publication:

- Interviews with industry leaders;
- Articles dedicated to Italian food and wine culture;
- Presentations showcasing the partnering restaurants of the “Food Festival”
- Directory of authentic Italian Restaurants in Miami including the recipients of the “Marchio Ospitalità Italiana”;
- Recipes and tips by Italian chefs in Miami (sponsor);
- Interviews with managers from participating Italian restaurants or companies in the food and wine industry (sponsor);
- Articles dedicated to restaurants or Italian products from Italian food and wine companies (sponsor);
- Distribution of 3,000 printed copies and digital publication on IACC’s official website.



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\$1,500

ITALIAN TABLE sponsorship benefits

- Product focus and speech in one of the qualified seminar/tasting for consumers organized during the event;
- Full page advertisement in the magazine "Extraordinary Italian Taste";
- Possibility of distributing promotional material;
- 10 entry tickets for delegates or guests of the Company;
- Logo into **Step and Repeat** of the Event;
- Logo into the official communication of the Event posted on social medias: **IACC official Facebook** page (2,700 followers) **IACC newsletter** (3,000 readers) **IACC website** (1,500 new visits monthly);
- Presence of the company logo into the invitation VIP extended to a selected target of 200 professionals and influencers ;
- Exhibition area 10x10ft (including one table + two chairs)
- Permission to use **HD professional photos and video** of the Event.

A discount fee of 20% will be applied only to IACC members



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Sponsorship Form

Deadline: March 10, 2018

Please complete the form below to confirm your sponsorship and return to:
Alessia Marcenaro - IACC Marketing Director
marketing@iacc-miami.com | Phone: (305) 577-9868.

Thank you for supporting the IACC Southeast. An IACC staff member will contact you shortly to discuss event arrangements, sponsorship benefits and recognition.

Contact information

Company name

Contact person

Contact e-mail address

Contact phone number

Address

City/State/Zip code

Sponsorship package

- \$1,500 Exhibit Sponsorship
Discount fee of 20% to IACC members

Payment information

- Please send me an invoice I have enclosed a check Please charge my credit card

Card Type: Visa Mastercard Amex Discover

Card Number

Expiration Date

Security Code

\$ _____
Cost

Card Holder

Signature

Date

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case history

The first annual “**Pizza Night**” contest, organized by the IACC in October 2017 and part of “**The Extraordinary Taste**” campaign, has achieved a remarkable success.

300+ foodies | 6 partner pizza restaurants | 8 sponsors | 30+ representatives of Italian restaurants|

Video of the event: <http://iacc-miami.com/media/>

contacts

Alessia Marcenaro
Marketing Director

marketing@iacc-miami.com
Tel. 305.577.9868

Italy-America Chamber of Commerce
999 Brickell Ave., Suite 1002
Miami, FL 33131
www.iacc-miami.com

the project is presented by

