



FOOD & WINE **FESTIVAL**
EXHIBITOR PACKAGE

MIAMI
NOVEMBER 20, 2019



AUTHENTIC ITALIAN TABLE

November 20, 2019

food & wine festival

Authentic Italian Table is the **only high-end Food & Wine Festival** in **Miami** which mainly focus on **Italian cuisine** and **flavors**.

The event is organized within the frame of “**The Extraordinary Italian Taste**”, a campaign promoted by the Italian Government with an aim to **raise awareness** on **authentic Italian products** among American consumers.

It aims to enrich Italian culture through food and wine, partnerships with **authentic Italian restaurants** –as well as **gelato shops, bakeries, pastries shops, pizzerias, etc.**- in the Miami area and **co-branding initiatives** with **Italian food companies, wineries** and **hospitality suppliers**.

target

Influencers (journalists and food bloggers), **companies and professionals of the food and beverage industry** (distributors, importers etc.) **hospitality** (restaurant owners, chefs, beverage managers) and **local consumers**.

Total attendance expected: 1,000

collaborations

- **40+ food industry local partners** (restaurants, pastries shops, bakeries, gelato shops, pizzeria etc.) and **hospitality suppliers**
- **10+ beverage industry partners**
- **10 co-branding and sponsorship activities**

media

Initiative promoted through advertisement on **IACC social media** and **local radio**.



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Program

3:00pm-6:00 pm

b2b session

Festival pre-opening for business-oriented activities

(influencers, companies and professionals of F&B industry only)

- **B2B Meetings** to facilitate the interaction among professionals;
- **VIP Networking Cocktail**;
- **Festival Opening Ceremony** including sponsors presentation;
- **Marchio Ospitalita' Italian Ceremony**, seal of quality conferred to new true Italian restaurants;
- Introduction of **Food Contest** and **judges reveal** *(details following)*.

6:00pm-9:00 pm

grand tasting

Chefs from **local Italian restaurants** will delight the public with their signature dishes prepared with **authentic Italian recipes** and **peculiarities**. Guest will enjoy **live music** while tasting the **best selection** of genuine Italian pasta, cheese, cold cuts, pizza, gelato, wine and cocktails displayed by F&B importers and distributors.

The Grand Tasting (6:00pm-9:00pm) also includes:

food contest

Restaurants will compete to win the title for **the best signature dish** prepared during the night. **Journalists** and **food influencers** will elect the winner, while the public will also vote for their favorite restaurant.

gourmet experiences

Guests will have the chance to **discover** more about Italian food, wine, culinary traditions and recipe secrets through **gourmet experiences** organized by the sponsors of the event in **private areas**.



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benefits

The benefits included in the package vary basing on the selected level.
All packages guarantee the following benefits:

- Opportunity to promote your own business among selected local food bloggers, journalists and foodies;
- Co-brand your company with the Italy-America Chamber of Commerce Southeast;
- Opportunity to reach professionals of the F&B industry;
- Esteem of the image linked to the Italian hospitality quality;
- Exposure on local scale;
- Co-branding activities with prestigious F&B companies and a selected group of the best Italian restaurants in South Florida.

**Space availability is limited,
secure your participation per your earliest convenience!**



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\$1,000*

*discount fee 20% applied to IACC members

silver exhibitor benefits

F&B INDUSTRY (IMPORTERS, DISTRIBUTORS, PRODUCERS ETC.) AND HOSPITALITY SUPPLIERS ONLY

- **Exhibition area** during the **B2B session** (3-6 pm) and the **Grand Tasting** (6-9 pm) including: 1 display table + 2 chairs + 1 back table for products display and/or food tasting and/or cooking preparation;
- **3 staff passes**;
- Possibility of distributing **promotional materials** at your booth;
- Company logo in the **Official Invitation** of the event;
- Company mention in the **event article/post** published on:
 - IACC website event page
 - IACC Facebook page (tag)
 - IACC Instagram page (tag)
 - IACC LinkedIn page (tag)
- **Company logo display** at the event as following:
 - **Presentation loop**
 - **Event directory**
- **Company mention** in the post-event article of the **Newsletter** (3,000 contacts);
- **Company logo** in the **credits of the event video**;
- Authorization to use **HD professional photos and video** of the event.



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\$2,500*

*discount fee 20% applied to IACC members

ITALIAN TABLE

gold exhibitor benefits

F&B INDUSTRY (IMPORTERS, DISTRIBUTORS, PRODUCERS ETC.) AND HOSPITALITY SUPPLIERS ONLY

- **Exhibition area 8x5ft in prominent position** during the **B2B session** (3-6 pm) and the **Grand Tasting** (6-9 pm) including: 1 display table + 1 back table + 2 chairs for products display and/or food tasting and/or cooking preparation;
- **10 entry tickets** for delegates or guests of the company;
- **Speed meetings** with 5 companies from the industry;
- Welcome speech and product presentation in one of the **gourmet experiences**** for consumers organized during the event**;
- **Company mention as sponsor** of the event during the **Opening Ceremony**;
- **Interview** with a representative of the company in the **IACC video** of the event and **company logo** in the **credits**;
- Prominent position of the company logo in the **Official Invitation** (4,000 contacts), and in the **VIP Invitation** extended to a selected target of 300 professionals and influencers;
- Possibility of distributing **promotional materials** at your booth or/and into the **Welcome Kit Bag** distributed at registration;

[continued...]

**Gourmet Experiences | Important Note

- *Gourmet Experiences are not in exclusive*
- *For companies that are not from the F&B industry: designation as sponsor of one of the gourmet experience "presented by"» + brief welcome (2 min.) at the beginning of the gourmet experience*



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gold exhibitor benefits

[...following]

- **Sponsors presentation** with a dedicated description of the company and link to the corporate website on:
 - IACC website event page
 - IACC Facebook page
 - IACC Instagram page
 - IACC LinkedIn page
- Prominent position of the **company logo display** at the event as following:
 - **Step & Repeat**
 - **Event directory**
 - **Event roll-up banners**
- Prominent position of the **company logo** in the **presentation loop** displayed on the video screen;
- **Company mention** in the post-event article of the **Newsletter** (3,000 contacts);
- Authorization to use **HD professional photos and video** of the event.

**NOT A MEMBER OF ITALY-AMERICA CHAMBER OF COMMERCE YET?
CONTACT US AND *SUBSCRIBE YOUR MEMBERSHIP* ASAP TO BENEFIT
OF *20% DISCOUNT* ON FULL RATE**



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\$19,000*

**discount fee 20% applied to IACC members*

ITALIAN TABLE

premium sponsor benefits

SPONSORSHIP OPEN TO ANY INDUSTRY

- **Designation as premium sponsor of the event** (your company presents: Authentic Italian Table);
- **Event exclusivity:** no other company in the same industry will be allowed to be a premium sponsor (1 category);
- **Special recognition** by the Master of Ceremony and **presentation speech** during the **Opening Ceremony** (2 min) including **corporate video projection** (1 min. video);
- **Reserved set-up area** (measurements to be defined accordingly to sponsor's needs and venue availability) or **Welcome Desk** during the **B2B session** (3-6 pm) and the **Grand Tasting** (6-9 pm);
- Welcome speech and product presentation in **1 exclusive gourmet experience** for consumers*;
- **Logo** on the Event Directory **cover**;
- **Double page advertising** in prominent position and **feature article** or **interview** in the Event Directory;
- Opportunity to name one of the **Awards** of the Authentic Italian Table - Food Contest after **your company**;
- **20 entry tickets** for delegates or guests of the company and **fast track registration** with **personal event assistant**;
- **Speed meetings** with 5 companies from the F&B industry (if applicable);
- Company logo in the **Wine Glasses** or **Dishes (1,500 units)** part of the **Welcome Kit bag**;

**for companies that are not from F&B industry and are not providing beverages or food products:*

- *Designation as sponsor of one of the gourmet experience "presented by"*
- *Welcome at the beginning of the gourmet experience*

[continued...]



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premium sponsor benefits

[...following]

- Introduction to the **restaurant partners** of the event to define possible **co-branding activities** during the **Grand-Tasting** (if applicable);
- **Interview** with a representative of the company in the **IACC video of the event** and **company logo** in the **credits**;
- **Email blast** with company presentation as Premium Sponsor of the event sent to F&B professionals (including journalists and food bloggers) and IACC Members;
- Prominent position of logo on all communication where sponsorship level is detailed as **Official Invitation** (4,000 contacts), **VIP Invitation** extended to a selected target of 300 F&B professionals and influencers etc.;
- **Sponsors presentation** with a dedicated description of the company and link to the corporate website on:
 - IACC website event page
 - IACC Facebook page
 - IACC Instagram page
 - IACC LinkedIn page
- **Company logo display** in prominent position in the printed material of the event:
 - **Step & Repeat**
 - **Event roll-up banners**
 - **Event Directory (Cover)**
- Prominent position of the **company logo** in the **presentation loop** displayed on the video screen;
- **Company mention** in the post-event article of the **Newsletter** (3,000 contacts);
- Possibility of distributing **promotional materials** and/or **gift bags**;
- Authorization to use **HD professional photos and video** of the event.





AUTHENTIC ITALIAN TABLE

Sponsorship Form

Deadline: September 15, 2019

Please complete the form below to confirm your sponsorship and return to:
Alessia Marcenaro - IACC Deputy Executive 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

Website

Package

*IACC Member discount fee 20%

Availability is limited on a first come first serve basis | payment is proof of commitment

SILVER EXHIBITOR:

- \$1,000 - full rate
- \$800* - IACC Member

GOLD EXHIBITORS:

- \$2,500 - full rate
- \$2,000* - IACC Member

PREMIUM SPONSOR:

- \$19,000 - full rate
- \$15,200* - IACC Member

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 edition of the **Authentic Italian Table** on **April 25, 2018** in **Miami** was the **most attended event** organized in the history of the IACC which saw the participation of:

- 40+ exhibitors**
- 250 brands**
- 250+ professionals from the F&B industry**
- 800 foodies**

It. Special Edition “True Italian Taste” launched on occasion of this event celebrated the **best of Italian food and wine** in South **Florida**. It features **interviews with hospitality industry leaders and chefs**, and a **list of the most authentic Italian restaurants in Miami**.

Click here to watch the [video recap](#) of the memorable night and don't forget to check out the [magazine of the event](#)



MAIN PARTNERS



FOOD PARTNERS



BEVERAGE PARTNERS



MEDIA PARTNER AMERICA NOIZE



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If you are an **authentic Italian restaurant**, **F&B producer** or **distributor**, don't hesitate to contact us to know how to become an **exhibitor** of this unique event.

contacts

Alessia Marcenaro
Deputy Executive Director

marketing@iacc-miami.com
Tel. 305.577.9868

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the project is presented by

