



BUSINESS EXPERT CHANNEL MEDIA KIT

BUSINESS EXPERT CHANNEL

OUR MISSION:
**CONSOLIDATE THE ECONOMICAL TIES
BETWEEN ITALY AND THE U.S.A.
AND HELP SUSTAIN ITS BUSINESSES**

The Italy-America Chamber of Commerce, a non-profit organization founded by **entrepreneurs in support of entrepreneurs**, has always acted and will always continue to act as a **pillar** to the Italian companies willing to expand their business in U.S.A:

a reliable organization, an **official source of information**, a key assistance-point to those who access the U.S. market for the first time.



BUSINESS EXPERT CHANNEL THE CONCEPT

The goal of this initiative is to support our Members and Community's growing business-expansion opportunities by leveraging our organization's **most important assets**:

The **know-how** and **expertise** of all participating professionals enabling each one to effectively **showcase** their **professional services** and targeted offerings to a high-caliber **audience of entrepreneurs and managers**.

BE PART OF THIS UNIQUE PROJECT
TARGETING ENTREPRENEURS AND MANAGERS
INTERESTED IN DOING BUSINESS
IN THE U.S.A.



BUSINESS EXPERT CHANNEL HOW IT WORKS

A UNIQUE COLLECTION OF DIGITAL VIDEO GUIDES TO INFORM ABOUT HIGH-IMPACT AND MULTI-INDUSTRY TOPICS.

An **official** Italy-America Chamber of Commerce's **Channel** exclusively launched on line to foster **business opportunities** and growth in the U.S.A.

The Channel uses as a main platform the **IACC official website, one of the primary sources the Italian entrepreneurs consult** while searching for business information.

The Channel includes **single topic-themed videos** produced by each IACCSE Member. The videos will be periodically uploaded on the **website, social media** (YouTube, Facebook, Instagram, LinkedIn) and showcased through a social media **campaign targeting Italian entrepreneurs and managers.**

The campaign also includes exposure across **Assocamerestero social media channels.**



BUSINESS EXPERT CHANNEL TARGET AUDIENCE

25,000+ Entrepreneurs and Managers in Italy
interested in doing business in the U.S.A.

2,000 IACCSE unique monthly website visitors

2,500 Database contact list
including Italian Entrepreneurs and Managers in the Southeast

300+ Existing Members
of the Italy-America Chamber of Commerce Southeast



BUSINESS EXPERT CHANNEL WHY PARTICIPATE

Four reasons WHY you should take part to the project:

- **Powerful** medium to educate your potential clients about your business
- Increased **ROI** and immediate **exposure** across IACCSE channels
- **Proprietary** video to use for all your sales and marketing needs
- Relevant content creates real, actionable **growth** for your business

**BECOME ONE OF THE LEADING PLAYERS
OF THE BUSINESS EXPERT CHANNEL
AND REACH THOUSANDS OF ENTREPRENEURS**



BUSINESS EXPERT CHANNEL WHAT IT INCLUDES

▪ DEVELOPMENT:

IACCSE discusses the selection of the video content with the interested Member. We make sure our Member identifies an **effective topic** that has the potential for a **high impact** and resonates with their target audience.

▪ PRODUCTION:

IACCSE provides **professional crew**, secures **the location** and **equipment**.

▪ POST-PRODUCTION:

IACCSE provides **video editing** and releases a final video (10 minute max.). Company logo and contacts are included in the video credits.

▪ MARKETING & DISTRIBUTION:

IACCSE shares the video through its **online channel** (website), **social media platforms** (YouTube, Facebook, Instagram, LinkedIn) and **Assocamerestero website**, and promotes the initiative through a **social media campaign**.

▪ AUTHORIZATION to use the video for your marketing activities.



BUSINESS EXPERT CHANNEL

MAKE YOUR BRAND STAND OUT.
MEET YOUR INTERNATIONAL AUDIENCE OF
ENTREPRENEURS ONLINE

Video estimate*

n. 1 Video-guide (max 10 min.)	\$1,500
n. 2 Video-guides (max 10 min. / each)	\$ 2,800
n. 3 Video-guides (max 10 min. / each)	\$ 3,900

Requirement:

- **Be a IACCSE member**

Video specs:

- **Logo HD**
- **Company Information** (interviewee name, phone, email and address)

*Note:

The estimate includes:

- the upload of the video on the “Business Expert Channel” until April 30th, 2021. The video can be maintained for an additional year at a cost of \$450. Payment is due February 28th, 2021.

The estimate does NOT include:

- Script writing (in charge of the interested party)
- Translations and Subtitles: \$600

BUSINESS EXPERT CHANNEL SUGGESTED TOPICS

1. Investor Visas
2. Visas for temporary employees
3. Visas for students and cultural exchanges
4. Visa for tourism and business
5. How to write a business plan for your investor's VISA
6. How to establish your U.S. company
7. How to register a trademark in the U.S.A.
8. How to register a patent in the U.S.A.
9. Required licenses to open up a restaurant
10. The fiscal system in the U.S.A. and its requirements
11. Commercial Real Estate: how to rent a property in the U.S.A.
12. Residential Real Estate: how to buy a property in the U.S.A.
13. How to export goods in the U.S.A.
14. How to export food products in the U.S.A.
15. How to develop an adequate contract with your U.S. distributor





BUSINESS EXPERT CHANNEL

Application form

Deadline: May 15th, 2020

Please complete the form below 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 IACCSE staff member will contact you shortly to discuss overall arrangements.

Contact information

Company name

Contact person

Contact e-mail address

Contact phone number

Address

City/State/Zip code

Packages

\$1,500 n.1 video-guide

\$2,800 n. 2 video-guides

\$3,900 n. 3 video-guides

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



FOR FURTHER INFORMATION:

**ALESSIA MARCENARO
DEPUTY EXECUTIVE DIRECTOR**

**e:marketing@iacc-miami.com
t. 305.577.9868**

www.iaccse.com