



# THE BEST OF ITALIAN DESIGN

Moore Building, Miami | March 18, 2020

- For design professionals only -



**MOORE BUILDING, MIAMI**  
**MARCH 18, 2020**

**SPONSORSHIP PACKAGE**

# THE BEST OF ITALIAN DESIGN

MARCH 18, 2020

## the event

The event is dedicated to professionals of the design industry and aims to celebrate the Italian excellence in Miami. Take the chance to meet **250+ architects and interior designers** in South Florida and be part of The Best of Italian Design.

### The Talks

*3 renowned interior designers and 1 real estate developer present the newest trends in the industry.*

### Furniture dealers round-table

*Local dealers present their own experience within the U.S. market (Oro Sponsors only)*

### Business Meetings

*To facilitate networking between sponsor and local professionals.*

### Showroom Experience

*Synergic party within Italian Showrooms located in the Miami Design District (Oro Sponsors only - limited availability)*

### Food Design Contest

*4 top Italian chefs, assigned to 4 different showrooms, engage in a food design demonstration to create a unique dish combining food and design (Oro Sponsors only – limited availability)*

### New! - Design Award

*A jury of designers, influencers, and journalists will vote for the most innovative products*

### New! – Delegation of professionals

*Meet with a selected delegation of interior designers and architects from Palm Beach and Broward County invited by IACC*

**Don't miss this opportunity to partner with us!**



# THE BEST OF ITALIAN DESIGN

MARCH 18, 2020

## the timeline

*Please note: the timeline may vary and will be reconfirmed 1 month prior the event day.*

**2:30pm – 4:00pm The Moore Building**

Welcome coffee and registration

**BUSINESS MEETINGS**

**4:00pm – 6:00pm The Moore Building**

**TALKS** *including*

Furniture Dealers Round-Table

**6:00pm – 9:00pm Different Locations**

**SHOWROOM EXPERIENCE**

*Synergic party in different Design District Showrooms (Oro Sponsors only) and Moore Building (Argento Sponsor )*

*including:*

- Networking Cocktails
- Food Design Contest

**9:00pm- 9:30pm The Moore Building**

**AWARDS CELEBRATION**

*Proclamation of the Design Award winner selected by a jury of designers, influencers, and journalists and proclamation of the winning chef for the best Food Design creation*



# THE BEST OF ITALIAN DESIGN sponsorship benefits

Sponsorship levels vary and may be tailored to your marketing needs. Sponsorship packages ensure maximum exposure within the actual event and beyond.

Overall sponsorship benefits include:

- Contribute to showcasing Italy in the United States in one of the most sophisticated and cosmopolitan cities in the world: Miami
- Co-brand your company with the *Italy-America Chamber of Commerce Southeast*
- Reach professionals of the design industry with a special interest in Italian products
- Raise your brand awareness by being presented side by side with some of the most renowned Italian companies
- Network with South Florida's architects and interior designers, representatives of institutions of the industry, and with executives of Italian and international companies
- Take part in a dynamic event that will enhance your brand image, by linking it to the excellence of Italian products.
- Media coverage

Secure your sponsorship opportunity by **February 15<sup>th</sup>, 2020** to ensure the best placement in our communication and the whole benefit package



# THE BEST OF ITALIAN DESIGN argento sponsorship

**\$2,500**

*\*discount fee 10% applied to  
IACC members*

## Benefits:

- **Display table** for marketing materials (free standing banners, brochures etc.) and networking activities at the event;
- **Invitation for 4 company representatives** to the Talks, Showroom Experience and Cocktails;
- **Additional invitations** for **10** among your clients (architects/interior designers) to the Talks, Showroom Experience and Cocktails;
- **Business meetings** with **5 local architects/interior designers**;
- **Complete list of industry professionals** that reported a preference to meet with your company, while registering for the event;
- **Company logo** in the **Official Invitation** of the event and in the **event registration form** (visibility among 2,000+ architects and interior designers);
- **Company mention** in our **social media** posts of the event as following:
  - IACC website event page
  - Facebook page (tag)
  - Instagram page (tag)
  - LinkedIn page (tag)
- **Company logo display** on event directory;
- **Company logo** in the **presentation loop** displayed on the video screen during the cocktail;
- **Company logo** in the credits of IACC's event video;
- Authorization to **use images and video** of the event;
- **Company mention** in the post-event article of the **IACC Newsletter** that will be sent to 3,000 contacts.



# THE BEST OF ITALIAN DESIGN

## oro sponsorship

**\$6,500 Benefits:**

*\*discount fee 10% applied to IACC members*

- Being **one of the 5 showrooms** chosen to participate in the **Showroom Experience**, which includes a cocktail organized by IACC and a food design showcase by local chefs;
- **Speaker** at the **furniture dealers round-table** to present the company experience and discuss design trends in the U.S. market to a public of architects/interior designers;
- **Invitation for 10 representatives** of the company to the Talks, Showroom Experience and Cocktails;
- **Additional invitations** for **30** among your clients (architects/interior designers) company to the Talks, Showroom Experience and Cocktails;
- **Presentation of the showroom and product** competing for the title of Most Innovative Product 2020;
- **Interview** with a representative of the company in the **IACC video of the event and company logo** in the credits;
- **Business meetings** with **5 local architects/interior designers**;
- **Complete list of industry professionals** that expressed a preference to meet with your company while registering for the event;
- **Projection** of the **company's video** following the Talks;
- Possibility to offer **gift bags** to the attendees;



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[...following]

- Prominent position of **company logo** in the **Official Invitation** of the event and in the **event registration form** (visibility among 2,000+ architects and interior designers);
- **Sponsors presentation** with a dedicated description of the company and link to the corporate website on the IACC:
  - IACC website event page
  - Facebook page (tag)
  - Instagram page (tag)
  - LinkedIn page (tag)
- **Company logo display** in prominent position at the event as following:
  - **Step and Repeat**
  - **Event directory**
  - **Showrooms Tour banner**
- Prominent position of the **company logo** in the **presentation loop** displayed on the video screen during the cocktail;
- Authorization to **use images and video** of the event;
- **Company mention** in the post-event article of the **Newsletter** that will be sent to 3,000 contacts.





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## SPONSORSHIP FORM deadline: February 15<sup>th</sup>, 2020

Please complete the form below to confirm your sponsorship and return to:  
**Alessia Marcenaro - IACC Deputy Executive Director**  
[marketing@iacc-miami.com](mailto: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 packages \*IACC Member rate: 10% discount

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

\$2,500 Argento Sponsor – full rate

\$6,500 Oro Sponsor – full rate

\$2,250 Argento Sponsor – IACC Member\*

\$5,850 Oro Sponsor – 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



# THE BEST OF ITALIAN DESIGN

## contact

**ALESSIA MARCENARO**  
*Deputy Executive Director*

[marketing@iacc-miami.com](mailto:marketing@iacc-miami.com)  
Tel. 305.577.9868

Italy-America Chamber of Commerce  
999 Brickell Avenue, suite 1002  
Miami, FL 33131  
[www.iacc-miami.com](http://www.iacc-miami.com)

## case history

The **second edition** of **The Best of Italian Design** took place on May 15-16, 2019 at the Miami Design District.

The event was organized in in partnership with the **American Institute of Design (AIA)** and the **American Society of Interior Designers (ASID)**, and witnessed the engangement of:

**250+ architects | 14 design sponsors | 7 showrooms**

[Click here](#) to watch the **recap video** of the the **2° edition**  
[Click here](#) to view our **2° edition** sponsor **testimonials**

[Click here](#) to watch the **recap video** of the the **1° edition**  
[Click here](#) to view the **magazine** of the **1° edition**

