



**AUTHENTIC ITALIAN
FOOD & WINE FESTIVAL
EXHIBITOR PACKAGE**

**MIAMI
JUNE 1, 2022**

AUTHENTIC ITALIAN FOOD & WINE FESTIVAL

June 1, 2022 **the event at a glance**

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

It aims to connect Italian producers with local chefs, restaurateurs, hospitality professionals, importers and distributors.

B2B Meetings and a **networking cocktail** will be organized to facilitate the interactions among the Italian producers and the buyers.

The second part of the event is a **grand tasting** open to a selected public of local food lovers.

exhibitors

Italian F&B producers, F&B importers and distributors representing Italian brands, **hospitality suppliers**

visitors

Hospitality industry (restaurant owners, chefs, beverage managers, buyers at hotels and restaurants chains), **Cruise Industry, F&B importers and distributors, influencers** (journalists and food bloggers), and **local consumers**.

Total attendance expected: 1,000

collaborations

- **20+ partners** (local authorities, industry associations, consortiums, chefs, media, restaurants)
- **15 co-branding and sponsorship activities**

promotion

Initiative promoted through advertisement on **IACC social media**, e-blasts sent to **local authorities and event partners' data base contacts**.



AUTHENTIC Program

3:00pm-6:00 pm

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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
- **Talks** lead by representatives of large-scale retail trade
- **Executive Wine Tasting**: producers presents their labels to 10 top buyers of local hospitality industry (hotel & restaurant chains, cruise industry)
- **VIP Networking Cocktail** with the Consul General in Miami
- **Festival Opening Ceremony** including sponsors presentation

6:00pm-8:30 pm

grand tasting

An extraordinary opportunity for exhibitors to showcase their products to a public of selected food lovers.

Chefs from **local Italian restaurants** will also delight the public with their signature dishes prepared with **authentic Italian recipes** and **peculiarities**.

The Grand Tasting also includes:

gourmet experiences

Tasting and products presentation organized in private areas in co-branding with F&B Italian producers and local restaurateurs.



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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 today!**



AUTHENTIC
\$2,500*

**20% discount applied to
IACC members*

ITALIAN FOOD & WINE FESTIVAL 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** (6-8:30 pm) including: 1 display table + 2 chairs
- **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 the IACC:
 - IACC website event page
 - Facebook page (tag)
 - Instagram page (tag)
 - LinkedIn page (tag)
 - E-blast
- **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



AUTHENTIC
\$4,500*

*20% discount applied to
IACC members

ITALIAN FOOD & WINE FESTIVAL gold exhibitors benefits

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

- **Exhibition area 8x8ft in prominent position** during the **B2B session** (3-6 pm) and the **Grand Tasting** (6-8:30 pm) including: 1 display table + 2 chairs + 1 back table for products display and/or food tasting and/or cooking preparation
- **8 entry tickets** for delegates or guests of the company
- **Pre-event introduction** to 5 local F&B buyers
- ****Welcome speech and product presentation** in one of the **gourmet experiences** for consumers OR the **executive wine tasting**
- **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...]

**Depending on the brand and the event availability:

Executive Wine Tasting | Wine companies only

- 1 label presentation (max. 2 minutes) per exhibitor.

Gourmet Experiences

- For any other industry but wine companies
- 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 sponsor benefits

[...following]

- **Sponsors presentation** with a dedicated description of the company and link to the corporate website on the IACC:
 - IACC website event page
 - Facebook page
 - Instagram page
 - LinkedIn page
 - E-blast
- Prominent position of the **company logo display** at the event as following:
 - **Step & Repeat**
 - **Event directory**
- 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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case history

The second edition of the **Authentic Italian F&W Festival**, organized on **November 2019** in **Miami** was the **most attended event** organized in the history of the IACC which saw the participation of:

- 60+ exhibitors**
- 250 brands**
- 350+ professionals from the F&B industry**
- 700 foodies**

Click here to

- watch the [video recap](#) of the 2nd edition
- watch the [video](#) of the 1st edition
- check out the [magazine of the event](#)



some of our past sponsors



...and many more



AUTHENTIC ITALIAN FOOD & WINE FESTIVAL

contacts

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FROM 6 PM TO 9 PM

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FOOD PARTNERS

1888, ARMAJORA, ZUCCA, cibo, DOMA, FARFALLE, FERRARO'S, Flora, MADE IN ITALY, La LeGenda, La Peonia, Puntino, RIVIERA, Rosetta, Spris, ZUCCA

BEVERAGE PARTNERS

ACQUAVANA, PELLEGRINO, VIOLA