SPONSORSHIP PACKAGE

MIAMI THURSDAY - NOVEMBER 10, 2022

3RD EDITION

- For design professionals only -







THE BEST OF ITALIAN DESIGN

NOVEMBER 10, 2022





the event

The event is dedicated to professionals of the design industry and aims to present the Italian design excellence in Miami. Take the chance to meet **150+ architects, interior designers, general contractors, and developpers** in South Florida and be part of The Best of Italian Design.

The Talks

Renowned speakers 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 Italian furniture manufactures and local interior designers, architects, general contractors, developers

Showrooom Experience

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

Food Design Night

In the work frame of the Showroom Experience, top Italian chefs engage in a food design demonstration to create a unique dish combining food and design (Oro Sponsors only – limited availability)

New! - Delegation of professionals

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



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

2:30pm – 4:00pm Paradise Plaza

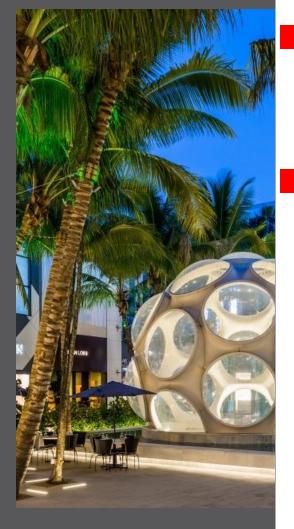
Welcome coffee and registration **BUSINESS MEETINGS**

4:00pm – 6:00pm Paradise Plaza TALKS *including* Furniture Dealers Round-Table

6:00pm – 8:00pm Miami Design District SHOWROOM EXPERIENCE

Synergic party in different Design District Showrooms (Oro Sponsors only) and Paradise Plaza (Argento Sponsor) including:

- Second Round of Business Meetings
- Networking Cocktails
- Food Design Night





THE BEST OF ITALIAN DESIGN 3rd Edition

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 and representatives of industry associations
- Take part in a dynamic event that will enhance your brand image, by linking it to the excellence of Italian products.



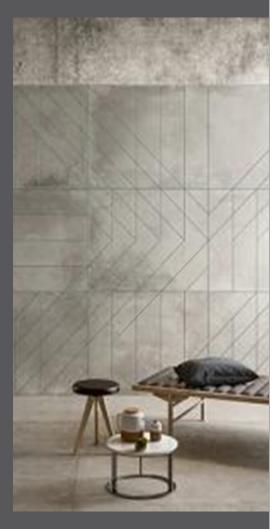


THE BEST OF ITALIAN DESIGN argento sponsorship

\$3,500*

*discount fee 10% applied to IACC members

> EARLY BIRD till May 31, 2022 **\$2,800**



Benefits:

- Display table for marketing materials (free standing banners, brochures, small pieces of design 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;
- Pre-event matching 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 the IACCSE post 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 in the IACCSE Newsletter that will be sent to 3,000 contacts of the South Florida's business community

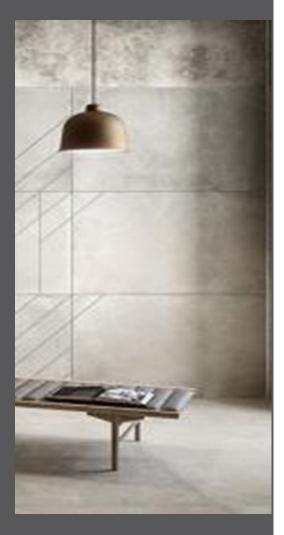


THE BEST OF ITALIAN DESIGN oro sponsorship

\$7,500*

*discount fee 10% applied to IACC members

> EARLY BIRD till May 31, 2022 **\$6,500**



Benefits:

- Being one of the 3 showrooms chosen to participate in the Showroom Experience, which includes a cocktail organized by IACC and a food design showcase by local chefs;
- Exhibit are (6x8 feet) including table + 2 chairs
- 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 8 representatives of the company to the Talks, Showroom Experience and Cocktails;
- Additional invitations for 20 among your clients (architects/ interior designers) to the Talks, Showroom Experience and Cocktails;
- Pre-event matching 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;

[continued...]



THE BEST OF ITALIAN DESIGN





[...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 as following
 - IACC website event page
 - Facebook page (tag)
 - Instagram page (tag)
 - LinkedIn page (tag)
- Company logo display in prominent position in the Event directory
- 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 in the IACCSE
 Newsletter that will be sent to 3,000 contacts of the South Florida's business community



THE BEST OF ITALIAN DESIGN SPONSORSHIP FORM deadline: September 15, 2022

Please complete the form below to confirm your sponsorship and return to: <u>marketing@iacc-miami.com</u> | Phone: +1(305) 577-9868.

| Contact information | | |
|---|---|------------------|
| Company name | Contact person | |
| Contact e-mail address | Contact phone number | |
| Address | City/State/Zip code | |
| Sponsorship packages *IACC Member Availability is limited on a first come first serve basis payn | | |
| \$2,800 Argento Sponsor – Early Bird (till May 31) | d \$6,500 Oro Sponsor – Ea (till May 31) | rly Bird |
| \$3,500 Argento Sponsor* – full rate | e 🔲 \$7,500 Oro Sponsor* – f | ull rate |
| Payment information | | |
| Please send me an invoice | enclosed a check | e my credit card |
| Card Type: 🔲 Visa 🔲 Mastercard | AmEx Discover | |
| Card Number | Expiration Date Security Code | \$ Cost |
| Card Holder Signature | | e |



THE BEST OF ITALIAN DESIGN contact

ALESSIA MARCENARO Deputy Executive Director

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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

<u>Click here</u> to watch the **recap video** of the the **2° edition** <u>Click here</u> to view our **2° edition** sponsor **testimonials**

<u>Click here</u> to watch the **recap video** of the the **1° edition** <u>Click here</u> to view the **magazine** of the **1° edition**





