



THE BEST OF ITALIAN DESIGN

4TH EDITION

- For design professionals only -

OCTOBER 19, 2023

MIAMI DESIGN DISTRICT



Under the auspices of

Organized with the support of



Consulate General of Italy
Miami



ITCA 
ITALIAN TRADE AGENCY
MIAMI OFFICE

MIAMI

THURSDAY – OCTOBER 19, 2023

SPONSORSHIP PACKAGE

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OCTOBER 19, 2023

the event

this event is dedicated to trade only of the design industry and aims to promote the Italian design industry excellence in Florida.

Exhibiting companies will have the chance to meet **150+ interior designers, architects, developers, and general contractors.**

The Talks

Renowned speakers present the newest trends in the industry

Furniture dealers round-table

Local dealers discuss challenges and opportunities of the South Florida market (Oro Sponsors only)

Business Meetings

between Italian furniture manufacturers and local architects, interior designers, developers, and general contractors

Networking Design-Cocktail

Industry professionals and exhibitors celebrate Italian excellence in design, networking informally, and tasting design-inspired cocktails

Food Design Night

One-of-a-kind event taking place in synergy in the most prestigious Italian furniture showrooms where top Italian chefs will perform a food design demonstration to create unique dishes inspired by Italian design.



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the timeline

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

■ 2:30pm – 4:00pm

Welcome coffee and registration

BUSINESS MEETINGS

■ 4:00pm – 6:00pm

TALKS *including*

- Guest Speakers' Presentation
- Furniture Dealers Round-Table

■ 6:00pm – 8:00pm

NETWORKING COCKTAIL *including*

- Second Round of Business Meetings
- Drinks and bites



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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

\$3,100*

**discount fee already applied
thanks to the support of the
Italian Trade Agency*

Benefits:

- **Display table** for marketing materials (free standing banners, brochures, small pieces of design etc.) in the expo area of the event
- **Participation to the business meeting sessions**
- **Invitation for 4 company representatives** to the Business Meetings, Talks, and Networking Cocktails;
- **Additional invitations** available for **10** among your clients (architects / interior designers) to the Business Meetings, Talks, and Networking Cocktails;
- **Contact 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 promotion of the event as follows: IACC website event page, Facebook page (tag), Instagram page (tag), and 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

\$7,000*

**discount fee already applied
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Italian Trade Agency*

Benefits:

- **Exhibit area (6x8 feet)** including table + 2 chairs
- **Participation in the business meeting sessions**
- **Speaker** at the **furniture dealers' round-table** to present the company experience and discuss design trends in the U.S. market in front of a public of architects/interior designers;
- **Invitation for 8 representatives** of the company to the Business Meetings, Talks, and Networking Cocktails;
- **Additional invitations** available for **20** among your clients (architects/interior designers) to the Business Meetings, Talks, and Networking Cocktails;
- **Contact list of industry professionals** that expressed a preference to meet with your company while registering for the event;
- **Projection** of your **company's corporate video** at the end of the Talks session;

[continued...]



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[...following]

- Prominent position of your **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 your company and link to the corporate website as follows: IACC website event page, Facebook page (tag), Instagram page (tag), and 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



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SPONSORSHIP FORM

Deadline: August 31st, 2023

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

CONTACT INFORMATION

SPONSORSHIP PACKAGES

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

☐ Argento Sponsor **\$3,100** ☐ Oro Sponsor **\$7,000**

Cancellation Policy:

Within 90 days from the event day, 50% refund of the amount paid. Less than 90 days from the event, the amount is not refundable.

PAYMENT INFORMATION

☐ Please send me an invoice ☐ I have enclosed a check ☐ Please charge my credit card

Card Type: ☐  ☐  ☐  ☐ 

THE BEST OF ITALIAN DESIGN contact

ALESSIA MARCENARO
Deputy Executive Director

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999 Brickell Avenue, suite 1002
Miami, FL 33131
www.iacc-miami.com

case history

The **third edition** of **The Best of Italian Design** took place on November 10, 2022, at the 4141 Atrium, in the Miami Design District.

The event was organized in collaboration with the **Italian Trade Agency (ITA) – Miami Office** and in partnership with **ASID Florida South Chapter, FIU Business, IIDA South Florida Chapter, Miami Design District**. The event saw the participation of:

The numbers of this edition are significant:

- 20 guest speakers
- 15 exhibiting companies and sponsors
- 6 institutional and industry partners
- 150 design professionals in attendance
- 6 showrooms involved simultaneously in our Food Design Night
- 12 food & wine partners
- 350+ local consumers in attendance

[Click here](#) to watch the **recap video** of the **3° edition**

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

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



THE BEST OF ITALIAN DESIGN
For design professionals only 3rd Edition

- TALKS ON THE NEWEST TRENDS
- ROUNDTABLE ON MARKET CHALLENGES & OPPORTUNITIES
- BUSINESS MEETINGS
- SHOWROOM EXPERIENCE
- FOOD DESIGN NIGHT

November 10, 2022 | 2:30pm - 8:00pm

4141 Atrium
[4141 NE 2nd Ave, Miami, FL 33137]

