



LOS ANGELES

Aprile 2, 2020

IACCW IS PRESENTING TO ITALIAN WINE MAKERS, FOOD MANUFACTURERS, AS WELL AS CONSORTIA, REGIONS AND INTERESTED SECTOR SPECIFIC ASSOCIATIONS, THE OPPORTUNITY TO MEET DIRECTLY WITH THE MOST DIVERSE BASIS OF LOCAL FOOD & WINE BUYERS, DISTRIBUTORS AND INFLUENCERS IN WEST COAST OF THE US.





INCLUDED WITH PARTICIPATION FEE:

EXHIBITING SPACE, B2B MEETINGS, GUIDED TASTING EXPERIENCE, LIVE DEMOS, SEMINARS THAT WILL HELP COMPANIES ENTER THE LOCAL MARKET

VISITORS:

BUYERS, SPECIALTY STORES, RESTAURANTS, SECTOR SPECIFIC ASSOCIATIONS, DISTRIBUTORS, IMPORTERS, BROKERS, JOURNALIST AND INFLUENCERS



EXHIBITING SPACE

EACH EXHIBITOR WILL HAVE A TABLE WHERE TO SHOWCASE THEIR PRODUCT AND WHERE TO HOST DEMOS AND TASTINGS OF THE PRODUCTS. THE SET UP OF THE EVENT, IS SO THAT THE ENVIRONMENT WILL BE IDEAL TO MEET ONE ON ONE WITH POTENTIAL LEADS AND COMMERCIAL REPS.

JOURNALIST AND INFLUENCERS WILL COVER THE EVENT AND BRING ATTENTION TO EXHIBITORS VIA THEIR DIVERSE MEDIA CHANNELS AND SOCIAL MEDIA OUTLETS.

WHY LOS ANGELES

Buying power

California has the fifth largest GDP in the world (Los Angeles had a GDP of 931 billion USD, in 2016) and a population with high purchasing power with an eye for specialty food and wines that come from Italy.

Foodie culture

This is the metropoly that coined the term «foodie culture». Such culture and phenomena is in constant growth. The metropoly seeks health and innovative culinary trends. According to Forbes 84% of marketing in the US will be done solely by influencers in 2020.

Innovation

Los Angeles has – a stable commercial market, open to welcoming the most innovative and sophisticated products, as well as the most eco-friendly products as well as procedures in business practices. The city is host to Silicon Beach, an ecosystem ideal for the most worldly, and up and coming start-ups.



SAVOR ITALY VIDEO 2018



PARTICIPATION FEES

	SAVOR ITALY LOS ANGELES April 2, 2020	TASTE OF ITALY/ NEW ORLEANS March 31, 2020	TASTE OF ITALY/ HOUSTON March 29 th – 30, 2020
EARLY BIRD (SIGN UP BY NOV. 15TH, 2019)			
SINGLE EVENT	€1,700	€1,450	€1,950
2 EVENTS (PICK A COMBINATION OF 2 LOCATIONS)	€1,600	€1,350	€1,850
3 EVENTS (SAVOR ITALY + TASTE OF ITALY HT + TASTE OF ITALY NEW ORLEANS)	€4,300	€4,300	€4,300
FULL PRICE (SIGN UP BY FEB. 15, 2020)			
SINGLE EVENT	€1,950	€1,700	€2,250
2 EVENTS (PICK A COMBINATION OF 2 LOCATIONS)	€1,850	€1,600	€2,150
3 EVENTS (SAVOR ITALY + TASTE OF ITALY HT + TASTE OF ITALY NEW ORLEANS)	€5,000	€5,000	€5,000

For support with sample distribution or additional customized services, email us at info@iaccw.net



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ITALY-AMERICA

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