



# THE BEST OF ITALIAN DESIGN

- For design professionals only -

*Basel Edition*

**DECEMBER 4-6 2024**

**MIAMI DESIGN DISTRICT**



Under the auspices of



  
Consulate General of Italy  
Miami

Organized with the support of



**MIAMI**

**DECEMBER 4-6, 2024**

**ISTITUTO MARANGONI**

## EXHIBITOR'S PACKAGE

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Basel Edition

## DECEMBER 4-6, 2024

## The Event

Each December, during Art Week, Miami hosts over 20 international art fairs (including Art Basel), more than 1,200 exhibiting galleries, and thousands of art and interior design lovers: a unique opportunity to promote the Italian design industry. The Best of Italian Design is 3 day-event dedicated to those Italian companies interested in meeting with local professionals in the design industry. It will be held at Istituto Marangoni, in the heart of the Miami Design District. Surrounded by the energy of Art Basel, the event will include B2B and B2C activities.

Exhibiting companies will have the chance to meet **200+ interior designers, architects, real estate developers, and 1000+ international design lovers.**

## Exhibitors

*15 Italian interior design and high-end craftsmanship companies*

## Target

*Professionals in the design industry, international design lovers*

## The Talks

*Renowned speakers present the newest trends in the industry*

## Alliance

*Engage with the most prominent design industry association in South Florida.*

## Business Networking

*Between Italian furniture manufacturers and local architects, interior designers, real estate developers, and representatives of industry associations*

## Networking Cocktails

*Industry professionals and exhibitors celebrate Italian excellence in design, networking informally, and tasting Italian wines*



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DECEMBER 4-6, 2024  
Istituto Marangoni  
Miami Design District

## the timeline

Note:

*the detailed daily timeline will be reconfirmed 1 month prior to the event day.*

### DAY 1, 2, 3:

■ 4:00pm – 6:00pm

**NETWORKING IN THE EXPO AREA** *including*

- Business meetings
- Introduction between exhibitors and design professionals
- Promotion opportunities to an audience of design lovers

■ 6:00pm – 7:00pm

**TALKS** *including (in the 3 days)*

- Welcome remarks by the Consul General of Italy
- Market notes by the Italian Trade Agency
- Open discussion with renowned architects, interior designers, and real estate developers
- Furniture Dealers Round-Table

■ 7:00pm – 9:00pm

**NETWORKING COCKTAIL** *including*

- Second Round of Business Meetings
- Drinks and bites





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## exhibitor's benefits

Exhibitor packages ensure maximum exposure within the actual event and beyond:

- Contribute to **showcasing Italy in the United States** in one of the most sophisticated and cosmopolitan cities in the world: **Miami**
- Be part of an **institutional initiative** organized by the Italy-America Chamber of Commerce in collaboration with the Italian Trade Agency, the Consulate General of Italy, the Istituto Marangoni, and industry associations.
- Leverage Art Basel's prestige to **amplify your presence**
- Gain visibility and connections with an **international audience**
- **Reach professionals in 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
- 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 exhibitor

**\$8,000\***

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

### Benefits:

- **Exhibit area (6x6 feet)** in the expo area of Istituto Marangoni at the 2<sup>nd</sup> floor, including table + 2 chairs;
- **Contact list of industry professionals** that reported a preference to meet with your company, while registering for the event;
- **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;
- **Company logo** in the **Official Invitation** of the event and in the **event registration form** (visibility among 2,000+ architects and interior designers);
- **Company mentioned** in the IACCSE promotion of the event as follows: IACC website event page, Facebook page (tag), Instagram page (tag), and LinkedIn page (tag) and article in the **Newsletter** (sent to 3,000 active contacts);
- **Company logo display** on event directory;
- **Company logo** in the **presentation loop** displayed on the video screen;
- Authorization to **use images and video** of the event.



# THE BEST OF ITALIAN DESIGN Oro exhibitor

**\$12,000\***

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

## Benefits:

- **Exhibit area (6x6 feet)** in the expo area of Istituto Marangoni on the ground floor (main lobby), including table + 2 chairs;
- **Contact list of industry professionals** who expressed a preference to meet with your company while registering for the event;
- Bespoke introductions to 5 top interior designers and/or architects;
- **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;
- **Projection** of your **company's corporate video** in loop in the main screen;
- 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);
- **Exhibitor 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), article in the **Newsletter** (sent to 3,000 active contacts);
- **Company logo displayed** in prominent position in the **event directory**;
- Prominent position of the **company logo** in the **presentation loop** displayed on the video screen;
- Authorization to **use images and video** of the event.



# THE BEST OF ITALIAN DESIGN

## EXHIBITOR FORM

Deadline: September 16, 2024

Please complete the form below to confirm your participation and return to:  
[marketing@iacc-miami.com](mailto:marketing@iacc-miami.com) | Phone: +1 (305) 577-9868

### Contact Information







### Exhibitor Packages

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

☐ Argento Package \$8,000 ☐ Oro Package \$12,000

*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

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## case history

The **past editions** of **The Best of Italian Design** were 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**. Each edition saw the participation of:

- 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 view the exhibitor **testimonials**
- [Click here](#) to watch the **recap video** of the **4° edition**
- [Click here](#) to watch the **recap video** of the **3° edition**



**ITALY \* AMERICA**  
CHAMBER OF COMMERCE SOUTHEAST

**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]

Presented by: 

ORGANIZING SPONSORS: 

THANK YOU TO: 