

# GALA ITALIA

## 'MADE IN ITALY' PRODUCTS



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### I. GENERAL INFORMATION

**GALA ITALIA** is the most important annual event organized in the United States to promote Italian wines & foods. The gala highlights top restaurants, food products, fashion, the arts and other products "Made in Italy." The 2012 **GALA ITALIA** will greatly benefit from the success of past editions of the event and from several

additional features. **GALA ITALIA** - celebrating its 27th anniversary - is organized by the Italian Wine & Food Institute under the patronage of the Italian Ambassador to the US and will be held on **February 23, 2012** at the Marriott Marquis Hotel in New York. The main features of the event include the Grand Wine Tasting, a fashion show, an art and design exhibition, a gourmet presentation by renowned Italian

restaurants and the exhibition of some of the most emblematic "Made in Italy" products.

### A) INVITATIONS

Over 10,000 specially designed, elegant invitations (listing the names of the participating producers) will be mailed in early January 2012 to the American press of the Northeast based upon a periodically updated mailing list. An intensive public relations campaign will be

conducted to publicize the event. A series of press releases will be mailed to the food editors.

## **B) CATALOG**

A special catalog will be printed for the GALA ITALIA, listing every wine station with the producer's name and the station number; the name of the importer with address, telephone and fax numbers in addition to the brand and the denomination of each wine presented. The catalog will also list all the featured restaurants, as well as the food producers and/or importers, with their food specialties. Special recognition will be given to the sponsors. The catalog will be distributed to all the guests.

## **C) PRIZES**

As in previous years, guests who registered electronically will be entered in a drawing for special prizes.

## **D) GUEST REGISTRATION**

All guests will be pre-registered or registered at the entrance and given badges of different colors for each

category (press, trade, restaurants, hotels, etc.). The guests will register electronically by visiting the website [www.galaitalia.com](http://www.galaitalia.com). After registering, guests will receive a confirmation email that must be presented at the entrance of the GALA in order to retrieve the "bracelet" for admittance to the GALA on the 6th floor of the Marriott.

## **E) ROOM RESERVATION**

For the GALA ITALIA, a block of rooms at the Marriott Marquis Hotel has been reserved for the nights of **February 22nd and 23rd, 2012** (plus a limited number of rooms for the nights preceding and following the event) at the special cost of \$259 plus tax per room, per night (single or double). The wine producers and the importers interested in reserving one or more rooms must advise the Italian Wine and Food Institute as soon as possible. By **February 10, 2012**, please fill out the participation form with the name/s of the person/s taking the room/s, the arrival and departure dates and the name/s, number/s and expiration date/s of the/ir credit card/s. A valid credit card is required by the hotel

to confirm the reservation (no reservation will be accepted by the Hotel without a credit card to confirm it). Room reservations will be accepted until exhaustion of the block reserved. On **February 10, 2012** the unreserved rooms will be reassigned to the hotel and in case of requests after the above date, the same will be honored only if the hotel has rooms available and at the hotel's current rates.

## **F) WEBSITE OF THE INSTITUTE**

The Institute's web page [www.italianwineandfoodinstitute.com](http://www.italianwineandfoodinstitute.com) will be periodically updated and can also be used to register for the event. On the Institute's home page there is also a wide presentation photo galleries and press releases from especially successful past editions of GALA ITALIA.

## **II. ITALIAN FASHION SHOW**

An "Italian Fashion Show" is planned during the Wine Tasting of the 2012 GALA ITALIA featuring the spring-summer collection, jewelry and fashion accessories for men and women of a well known Italian designer. The

show, set up on the large stage of the Grand Broadway Ballroom and much appreciated in the past, attracts the attention of the public to yet another aspect of the MADE IN ITALY, and will receive ample TV coverage. Renowned Italian artists will be featured during the fashion show.

### **III. ART & DESIGN**

As in previous years, the GALA ITALIA also connects MADE IN ITALY to its cultural background by offering an art exhibition by contemporary Italian artists. A display of the latest models of Italian sports cars and scooters emphasizes the quality of Italian design.

**Hotel reservations**

Please, reserve # \_\_\_\_\_ room/s at the Marriott Marquis Hotel at \$259 (single or double) plus tax, per room, per night, for the period from (arrival) \_\_\_\_/\_\_\_\_/2012 to (departure) \_\_\_\_/\_\_\_\_/2012.

Please use the following credit card for confirmation of the reservation (no reservation will be accepted by the Hotel without a credit card to confirm it).

Type and Number of card: Name \_\_\_\_\_ # \_\_\_\_\_ Expiration: \_\_\_\_ / \_\_\_\_

Name as it appears on card \_\_\_\_\_ Signature \_\_\_\_\_

The room reservation should be made in the name(s) of:

\_\_\_\_\_  
\_\_\_\_\_

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

PLEASE FORWARD TO:

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