

GALA ITALIA RESTAURANTS



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I. GENERAL OUTLINE

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 typical products "Made in Italy." The 2012 **GALA ITALIA** will greatly benefit from the success of past editions of the event and 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 on 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. 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 RESERVATIONS

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 inform 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 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 will be periodically updated and can also be used to register for the event. On the Institute's home page there is also a collection of photo galleries and press releases from especially successful past editions of GALA ITALIA.

II. RESTAURANTS

A large participation of Italian restaurants, as well as producers and importers of Italian specialty foods, will highlight the importance of pairing Italian gastronomy and genuine Italian products with Italian wines. The Italian restaurants will occupy a large additional area that will be called "VIA VENETO". The participating restaurants will be complemented by a wide range of Italian food products.

**III. PARTICIPATION
FORM**

To participate in the GALA ITALIA the **“participation form” included at the end of this document must be filled out and forwarded, before the event** to the Italian Wine and Food Institute, P.O. Box 789, New York, NY 10150 - Fax: 212-867-4114 - E-mail: iwfi@aol.com). The form is in English for an easier exchange of information with the importers.

**IV. COST OF
PARTICIPATION**

Participation in the GALA ITALIA for restaurants is free.

PARTICIPATION FORM – Restaurants

GALA ITALIA

Marriott Marquis Hotel – *New York* – February 23, 2012

Please complete this form and send it:

By fax to: (212) 867 4114 or
By email to: itwineandfood@aol.com
By mail to: Italian Wine & Food Institute
P.O. Box 789, New York, NY 10150

_____ I wish to participate **free of charge** in the “GALA ITALIA” New York – Thursday –
February 23, 2012, Marriott Marquis Hotel

_____ **Please add the name of my restaurant in the list of the participating restaurants that
will appear in all the press releases and in the catalogue of the event**

PLEASE PRINT

Restaurant _____
Contact Person _____
Address _____
City _____ State _____ Zip _____
Tel.: _____ Fax: _____
E-mail _____

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:
ITALIAN WINE & FOOD INSTITUTE
P.O. BOX 789
NEW YORK, NY 10150

FAX: (212) 867 - 4114
EMAIL: IWFI@AOL.COM