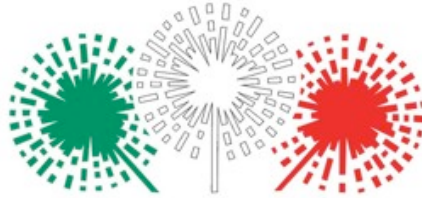


# GALA ITALIA WINES



## I. GENERAL OUTLINE

- A) INVITATIONS
- B) CATALOG
- C) PRIZES
- D) GUEST REGISTRATION
- E) ROOM RESERVATIONS
- F) WEBSITE OF THE INSTITUTE

- II. WINE TASTING
- III. WINES TO BE PRESENTED
- IV. WINE DELIVERIES
- V. PARTICIPATION FORM
- VI. COST OF PARTICIPATION

## 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 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 wine 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 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 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 advise the Italian Wine and Food Institute as soon as possible. By **February 10, 2012** please fill out the proper section of the participation form with the name/s of the person/s taking the room/s, the arrival and departure dates and the name, number and expiration date of their credit cards. 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 collection of photo galleries and press releases from especially successful past editions of GALA ITALIA.

## II. WINE TASTING

**The Wine Tasting, the essential part of the GALA ITALIA, will be held from 3:00 pm to 8:00 pm in the entire Grand Broadway Ballroom area of the Marriott Marquis Hotel (the largest in New York),. The room will be properly equipped for the event, with the participation of many of the leading Italian wine producers and over 3,000 qualified and selected guests, restaurateurs, and journalists of the Atlantic Coast of the U.S.A.** The Broadway Ballroom of the New York Marriott Marquis Hotel will be specially prepared for the gala and supplied with all necessary products and services normally required in a grand wine tasting, including an ample supply of wine glasses, water pitchers, spittoons, napkins, etc. Waiters will assure the necessary service by setting up the Wine Stations and delivering the wines assigned to each station. The opening of the bottles, the pouring of the wines and distribution of information to the guests will be the responsibility of the producers and/or importers.

## III. WINES TO BE PRESENTED

At the GALA ITALIA Wine & Food Tasting each winery can present only wines produced by its own company (up to a maximum of six wines). Based upon an expected attendance of over 3,000 guests for the GALA ITALIA and 5 hours of Wine Tasting, it is suggested to deliver to the Marriott Marquis Hotel at least three cartons (36 bottles of 750 ml.) for each wine presented, to avoid the risk of running out of wine before the end of the tasting. All the unused wines can be taken back at the end of the event. The participating wineries should notify their importers about their participation in the GALA ITALIA and send them copy of the participation form (found at the end of this document) completed with the list of the wines to be presented and the indication of the vintage of each wine. They should also make sure that the vintages of the wines delivered to the hotel are the same as indicated in the participation form and in the catalog.

## IV. WINE DELIVERY

All the wines for the GALA ITALIA must be delivered to the Marriott Marquis Hotel in New York during the period **from Tuesday, February 23rd to Tuesday, February 21st, 2012.** The special **wine delivery label** included at the end of this document must be used for the delivery of the wines to the hotel. The delivery label must be completed with all the required information and attached front and side on each carton of wine. Wines shipped from Italy specifically for this event must be forwarded by the wineries directly to their importer for Customs clearance and then delivered by the importer to the hotel. Wines must not be sent from Italy directly to the Marriott Marquis, as the hotel is not allowed to clear the shipments through U.S. Customs.

**V. 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**, together with payment, to the Italian Wine and Food Institute, P.O. Box 789, New York, NY 10150 - Fax: 212-867-4114 - E-mail: [iwfi@aol.com](mailto:iwfi@aol.com)). The form is in English for an easier exchange of information with the importers.

**VI. COST OF  
PARTICIPATION**

Because of the promotional scope of the event and in order to facilitate a larger participation of wineries, the contribution for the participation in the GALA ITALIA is \$ 1,800 for each participating winery.

# PARTICIPATION FORM - Wines

## GALA ITALIA

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

**PLEASE COMPLETE AND FAX THIS FORM WITH COPY OF THE BANK WIRE TRANSFER BACK TO:  
212 867 4114**

(Italian producers should also fax this completed form to their importer)

**PLEASE COMPLETE AND MAIL THIS FORM WITH A CHECK TO:  
Italian Wine & Food Institute, P. O. Box 789, New York, NY 10150**

We wish to participate in the **Gala Italia** with the following wines: (list the full denomination and vintage of each wine as should appear in the Gala Catalog, and the number of cartons that will be delivered for each wine):

PLEASE PRINT

### Wines for the Wine Tasting:

- 1) \_\_\_\_\_ Vintage \_\_\_\_\_ # of cartons \_\_\_\_\_
- 2) \_\_\_\_\_ Vintage \_\_\_\_\_ # of cartons \_\_\_\_\_
- 3) \_\_\_\_\_ Vintage \_\_\_\_\_ # of cartons \_\_\_\_\_
- 4) \_\_\_\_\_ Vintage \_\_\_\_\_ # of cartons \_\_\_\_\_
- 5) \_\_\_\_\_ Vintage \_\_\_\_\_ # of cartons \_\_\_\_\_
- 6) \_\_\_\_\_ Vintage \_\_\_\_\_ # of cartons \_\_\_\_\_

### Italian Wine Producer:

Winery \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Cap \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### U.S. Importer:

Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Cap \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Payment**

The contribution for the participation in the Gala Italia is \$ 1,800 for each producer.

We are enclosing copy of the bank wire transfer in the amount of \$ \_\_\_\_\_ (+ \$ 25 for bank charges) to the **Italian Wine & Food Institute**, Account n. 9980 47 9344, Citibank Branch # 123, 120 Broadway, New York, NY 10271, Swift n. CITIUS 33, - **ABA ROUTING N. 021 0000 89** - in full payment of our participation in the **Gala Italia**.

We are enclosing a check, made out to: Italian Wine & Food Institute, in the amount of \$ \_\_\_\_\_ in full payment of our participation in the **Gala Italia**.

**Online registration with payment by credit card**

You can also fill out the participation form and pay by credit card by visiting [www.galaitalia.com](http://www.galaitalia.com)

**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** \_\_\_\_\_

**DELIVERY LABEL:  
REPRODUCE & ATTACH TO EACH BOX**

---

**GALA ITALIA - WINES**

February 23, 2012

---

PLEASE PRINT

WINE PRODUCER: \_\_\_\_\_

TYPE OF WINE: \_\_\_\_\_

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

TO: NEW YORK MARRIOTT MARQUIS HOTEL

1535 Broadway - New York, NY 10036

(45th St. between Broadway & 8th Av.- across from Music Box Theatre)

ATTN: ROBERTO HERNANDEZ Beverage Manager - Tel.: (212) 704-8899

---

**HOLD FOR THE GALA ITALIA  
ON FEBRUARY 23, 2012**

---

**IMPORTANT NOTE:  
THE WINES MUST BE DELIVERED  
FROM TUESDAY, FEBRUARY 14TH TO FEBRUARY 21ST  
between the hours of 9:00 am and 5:00 pm  
(on Wednesday, from 8:00 am to 11:00 am and from 3:00 pm to 6:00 pm)**