



## BENEFITS

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- Restaurant listing on IACC event invitation, website and all promotional materials..
- Restaurant listing on Gilt sale e-blast, reaching 850K+ targeted NYC-area luxury consumers.
- IACC-supplied event-branded restaurant banner placement.
- Profile page in *Ospitalità Italiana* restaurant directory publication.
- Strategic social media and digital marketing campaign (Facebook, Instagram and Google Ads).
- Media coverage by local food/lifestyle publications, bloggers, and influencers as well as Italian print and television journalists.



## REQUIREMENTS

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- Participating restaurants must already have or obtain the *Ospitalità Italiana* certification through the IACC.
- Prepare three, small plate menu items for tasting (appetizer, entrée, and dessert, or any combination thereof) for approximately 500 people.
- Dishes should be pre-prepared and, ideally, require only warming trays for service.
- Send at least two representatives from your restaurant to serve and interact with consumers at the event.
- Arrive at venue for setup no later than 3 PM on day of event.
- Provide a brief profile, updated restaurant contact information and a high-resolution image for publication in the *Ospitalità Italiana* restaurant directory.