



SHOWCASE USA-ITALY

Your Perfect Matchmaking Travel/Tourism Event

Verona, Italy: Sunday-Tuesday, March 2-4, 2014

SHOWCASE USA-ITALY is the only marketing event exclusively dedicated to promote Italian tourism towards the United States. Created and organized by the Visit USA Association in Italy and the U.S. Commercial Service in Italy, it perfectly enables the Italian travel industry to keep up-to-date with the great variety of “Made in USA” travel products and destinations.

At this, the 17th annual edition, U.S. exhibitors will once again meet many major Italian tour operators, incentive planners and media representatives - about 35 appointments! This is an ideal event for new-to-market companies, as well as for repeat exhibitors wishing to reconfirm placements with their own clients or find new ones.

Our team will organize your matchmaking appointments with Italian companies, provide logistical assistance, on-site business counseling and support, and a pre-event briefing.

DUE TORRI HOTEL, VERONA, ITALY

<http://hotelduetorri.duetorrihotels.com>

Package includes:

- Two nights hotel accommodations (March 2 and 3), including room taxes
- Six meals (dinner on Mar 2; breakfast, lunch, dinner on Mar 3; breakfast and lunch on Mar 4)
- Sightseeing tour of Verona (in the afternoon of Sunday, March 2)
- Showcase USA-Italy 2014 official program includes:
 - Market briefing
 - Pre-scheduled one-to-one appointments with Italian key players
 - Gala dinner with key tourism industry players on Monday, March 3
 - Free brochure distribution at Visit USA Association Italy’s presentations’ day for travel agents and MICE companies (Tuesday)
 - Wi-fi service for the entire stay



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Due Torri Hotel Verona

Participation Costs and Sponsorship Opportunities

Participation Costs - per person

- **\$2,700:** Basic Rate
- **\$2,500:** First-Time Exhibitor and Visit USA Association Italy's Sponsor Members rate
- **\$2,300:** Group Rate

The group rate requires a minimum of 5 participants belonging to the same organization or geographical area, whether or not they are members of the Visit USA Association Italy. One Participation Agreement will be issued for the entire group to one entity company and one group payment received. However, each exhibitor needs to complete the Registration Forms at pages 4-5.

Sponsorship Opportunities (*'first-come, first-choice'!*)

Monday, March 3 (*during Showcase USA-Italy*):

- **\$500:** Coffee Break in the morning
- **\$500:** Coffee Break in the afternoon

Includes: 10 minutes presentation; audiovisual/mike equip, pop-up displays; 'give-aways' to travel agents; your logo in Brochure & Program shared with attending travel trade industry and press.

Attendees: all U.S. exhibitors, Visit USA members and invited guests

- **\$1,500:** Lunch

Includes: 30-minute presentation; audiovisual/mike equip, pop-up displays; 'give-aways' to travel agents; your logo in Brochure & Program shared with attending travel trade industry and press.

- **\$1,500:** Gala Dinner

Includes: 20-minute presentation; pop-up displays; 'give-aways' to travel agents; your logo in Brochure & Program shared with attending travel trade industry and press.

Attendees: all U.S. Exhibitors, Visit USA Members and Invited Guests

Tuesday, March (*during the Visit USA Presentations' Day*):

- **\$1,500:** Lunch

Includes: 30-minute presentation; audiovisual equipment and microphones; pop-ups display; 'give-aways' distribution to travel agents; logo in Brochure & Program shared with attending travel trade industry and press.

Attendees: some 50 travel agents from the trade and consumer magazines.

- **\$670:** Presentations of destination

Includes: 40-minute presentation, plus 10-minute Q&A; audiovisual equipment; pop-up displays; 'give-aways' distribution to travel agents; logo in Brochure & Program shared with attending travel trade industry and press.

Attendees: 50+ travel agents from the trade, and consumer magazines.



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Tentative Program

Sunday, March 2

During the Day Arrival in Verona - transfer to hotel on your own

4:00-7:00 pm **Guided tour of Verona and historical locations**
(confirmation required)

7:30-9:30 pm **Hosted dinner downtown in a typical restaurant**
(confirmation required)

Monday, March 3

7:30-8:30 am **Breakfast and Market Briefing**

8:30-9:00 am Tables set-up

9:00-10:50 am **U.S. participants meet Italian tour operators/journalists in 1-2-1 meetings**

10:50-11:10 am Coffee break (sponsored)

11:10-12:00 pm **One-to-one meetings continue**

12:00-12:30 pm **Presentation of sponsor destination**

12:45-2:00 pm Buffet lunch (sponsored)

2:30-4:15 pm **One-to-one meetings continue**

4:15-4:30pm **"Simonetta Busnelli" Award to Journalist**

4:30-4:50 pm Coffee Break (sponsored)

4:50-6:30 pm **One-to-one meetings continue**

6:30 pm Wrap-up and closure of business

6:30-7:30 pm Free time

7:30-10:00 pm **Official Dinner at Ristorante Vittorio Emanuele (sponsored)**

10:00 pm Back to hotel

Tuesday, March 4 (optional for U.S. participants)

Coffee Station available all day

8:00-9:00 am Breakfast

9:00am-1:00pm **Presentations of destinations**

Free brochure distribution at the Visit USA Association Italy's presentation for travel agents and MICE companies

1:00-2:00 pm Light lunch (sponsored)

2:00-5:40 pm **Presentations of destinations continue**



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Registration Form

Registration Deadline: January 24, 2014

1. COMPANY DATA *(Please fill out one form per company represented).*

Company

Address

City State..... Zip

Phone Fax

Email Web

Contact person

Title

Description of your products/services *(this information will be printed on the official event brochure)*:

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2. DELEGATE/S NAME/S

A maximum of two delegates from the same company can register at each table.

1st delegate:

2nd delegate:

3. RESERVATION for SIGHTSEEING TOUR on MARCH 2 at 4:00PM

For each delegate, please indicate if he/she will take part in the guided tour.

NO YES Delegate Name:

NO YES Delegate Name:

4. HOSTED DINNER on MARCH 2 at 7:30PM

For each delegate, please indicate if he/she will participate in the dinner on March 2 from 7:30 to 9:30 pm. Informal dress.

NO YES Delegate Name:

NO YES Delegate Name:



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Registration Form - *continued*

5. GALA DINNER on the EVENING of MARCH 3

For each delegate, please indicate if he/she will participate at the Gala Dinner.

NO YES Delegate Name:

NO YES Delegate Name:

6. VISIT USA ASSOCIATION'S PRESENTATION DAY on MARCH 4

NO YES I plan to attend in person

NO YES I plan to send only brochures for distribution

7. SPONSORSHIP OPPORTUNITIES (accepted on first-come first-served basis)

NO YES Coffee Break on March 3 – morning.....

NO YES Coffee Break on March 3 – afternoon.....

NO YES Lunch on March 3

NO YES Dinner on March 3.....

NO YES Lunch on March 4

8. PAYMENT PROCEDURE

A. Please complete and sign Participation Agreement (see page 6) and return to:

U.S. Commercial Service - American Consulate General

Via Principe Amedeo, 2 - 20121 Milano, Italy

Attn: Luisa Salomoni, Budget & Financial Assistant

Tel: +39-02-6268-8525 – Fax: +39-02-659-6561 - E-mail: luisa.salomoni@trade.gov

B. Please fill out the box below and email or fax it as indicated above.

Credit cards accepted: American Express, Visa or Master Card.

Name of the company

Card No. (16 digits)

Exp. Date / Amount \$

Full name on card.

Signature.

Date.





Participation Agreement

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(EVENT ID)

D-

1. Name, Date and Site(s) of Promotional Event/Service:

Showcase USA-Italy – Verona, March 2-4, 2014

2. Company's/Participant's Name, Address, Telephone and Fax Numbers and E-mail Address:

3. Contact Name(s), Title(s), and Contact Information (if different from #2):

4. Company/Participant is:

New-to-Export New-to-Market Old-to-Market

5. Numbers of Employees

1-49 50-99
 100-299 250-499 500-999 1,000+

6. Name and contact information (address, telephone, fax, e-mail) of overseas representative(s) responsible for marketing Company's/Participant's products in the trade event country or countries, if applicable:

7. Participation fee of \$ _____ enclosed sent separately. (Make check payable to U.S. Department of Commerce)

8. Additional Information, if needed, e.g. description of display items, products or services being provided or promoted.

9. Company/Participant agrees to abide by the terms of the attached Conditions of Participation, which form a part of this agreement, and acknowledges that information provided by Company/Participant to the Department of Commerce in connection with this event or service may be made available to the public.

Signature of Duly Authorized Company/Participant's Representative

Date

Print Name and Title

U.S. Government Use Only

10. TOTAL AMOUNT DUE \$ _____
AMOUNT RECEIVED \$ _____
UNITS BALANCE DUE \$ _____

12. APPROVED FOR COMMERCE

Signature

Date

Print Name and Organization

11. _____
PRINT OR TYPE OFFICER'S LAST NAME FIRST INITIAL

This information collection is authorized by law (15 U.S.C. 1501 et seq. 15 U.S.C. 171 et seq.) Although you are not required to respond, no agreement may be concluded for Company's/Participant's participation in a U.S. Department of Commerce-scheduled promotional event/service unless a completed Participation Agreement form has been received. Public reported burden for this collection of information is estimated to be 20 minutes per response, including the time for reviewing instructions, and completing and reviewing the collection of information. Notwithstanding any other provision of law, no person is required to respond, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a current valid OMB Control Number. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Reports Clearance Officer, International Trade Administration, Department of Commerce, Room 4001, 14th St. and Constitution Avenue, N.W., Washington, DC 20230.

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Promotional Materials and Shipping Instructions

Please follow these instruction carefully in order to be sure to receive your promotional materials in time for the event.

1. PROMOTIONAL MATERIALS for the TRADE

We recommend that you prepare the following promotional materials to be distributed to the local travel trade at Showcase USA-Italy and/or the Visit USA Association Italy's workshop:

A. 40 promotional brochures (travel planners/maps), giveaways for tour operators and a roll up banner, if available.

Mark on the box: [for Showcase USA-Italy](#)

B. 100 brochures, giveaways for travel agents and MICE companies and a roll up banner, if available (*not applicable to receptive TOs*).

Mark on the box: [for Visit USA Association's Day](#)

Important notes for Shipping:

- Make sure that all packages are clearly marked with "**NO COMMERCIAL VALUE**".
- Please write on the packages that they have to be delivered on March 1, 2014. Here is the correct wording in Italian: **Consegna tassativa il giorno 1 marzo 2014**.
- Do not put your name on the package!** to avoid having it get stuck in Customs until your arrival. Please ship to:

Due Torri Hotel

Piazza S. Anastasia 4 – 37121 Verona, Italy

Attn: Gabriella Chiaranda

☞ Mark on the box: [for Showcase USA-Italy](#) or [for VUSA Workshop](#)

2. PROMOTIONAL MATERIALS for the MEDIA

We suggest that your press release, preferably in Italian (advise if assistance needed), covers the following topic: "Strategies, New Products and/or Services for the Summer/Fall 2014 in the Italian market."

- Length: 3,000 characters (one page)
- Target audience: travel trade press

Email to: luisa.salomoni@trade.gov or francesca.spagnoletti@trade.gov **by January 24, 2014.**





Visit USA Association Italy's Membership 2014

Annual Membership (July 2013-June 2014): \$1,200.

BENEFITS:

1. Brochure Distribution at the following Trade and Consumer shows:
 - BIT, Milan, February 13-16, 2014
 - SHOWCASE USA – ITALY, Verona, March 2-4, 2014
 - NO FRILLS – Bergamo, TBD 2014 (Visit USA Association's booth)
 - TTG INCONTRI – Rimini, October 9-11, 2014 (Brand USA Pavillon)
2. Brochure Distribution at dedicated USA events promoted by travel agents or tour operators.
3. Daily Facebook/Twitter promotion (currently up to 6,500 friends). Coming soon: dedicated Facebook page for each member of the association
4. Visit USA Association Italy website:
 - Inclusion of your company in the USA Sponsor's members list
 - Access to your Reserved Area where you are allowed to:
 - Upload your Press Releases
 - Access the VUSA Master Mailing with all Travel Agent contacts
 - Access the VUSA minutes of Meetings, Budgets & Financial Statements
4. As part of a power point presentation on USA addressed to the Italian travel agents at Roadshows and/or Trade Shows, your company's logo will be included

For more information

www.visitusaita.org

infodesk@visitusaita.org – eventi@visitusaita.org



**To apply for the 2014 Visit USA Association Italy 's Membership,
please complete and return this form to:**

**Secretariat, Visit USA Association Italy
c/o U.S. Commercial Service, American Consulate General
Via Principe Amedeo, 2 – 20121 Milano
Tel: +39 02 62688536 - Fax: +39 02 6596561
E-mail: infodesk@visitusaita.org**

Company name: _____

Address: _____

City: _____ Zip: _____

Phone number : _____ E-mail: _____ Web site: _____

First contact: _____ **Position:** _____

E-mail*: _____ Direct Phone*: _____ Direct Fax: _____

Second Contact: _____ **Position:** _____

E-mail*: _____ Direct Phone*: _____ Direct Fax: _____

** This information is not intended to be published and will be used only by the Visit USA Association. Therefore you can safely provide your personal phone numbers and e-mail addresses.*

Years in activity: _____ Legal name of the Company: _____
(if different from the one listed above)

Company Activities:

I hereby sign on behalf of the Company mentioned above to certify that I have read and I agree to the terms and conditions of the Bylaws and Internal Rules** of Visit USA Italia

Signature _____ Date: _____

Name: _____ Position: _____

**** Bylaws and Internal Rules can be viewed on the web site: www.visitusaita.org
The Board of Directors shall approve or reject membership applications.**

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Contacts:

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Lia Maiorca, Secretary

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eventi@visitusaita.org

Showcase USA-Italy Board Members:

- Sandro Saccoccio, President , *Visit USA Association Italy*
- Cristiana Ambrosini, *L'Agenzia di Viaggi*
- Roberta D'Amato, *Turismo & Attualita'*
- Francesco Deledda, *Olympia Viaggi*
- Maurizio Di Domenico, *Alitalia*
- Eleonora Leccardi, *Best Western International*
- Massimo Loquenzi, *Master Consulting*
- Silvio Rebula, *CAST Milano*
- Giulio Santoro, *Aviareps*
- Michael Richardson, Commercial Consul, *U.S. Commercial Service Milan (ex-officio)*

