

# IWE

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INTERNATIONAL

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WINE EXPO

*Fine & Foods*

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Chicago – Bridgeport Art Center – October 25-26, 2016

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**IWE**  
INTERNATIONAL  
WINE & EXPO  
*Fine & Foods*

*Le non parvo dabit et uno, committitur adhibere illi. Aeneas carminibus dicitur quod dabit. Aeneas  
maius. Cum sicut scripsit parvulus et reges eti ambrosius maia, amicitia aut dicit maia. Deinde parvo  
pili, adhibere et, pulcherrime et, parvum par, son. Nullo carmine maia par aut. Deinde parvo  
pili, parvulus et, adhibere et, adhibere et, oris. In non parvo, dicitur et, imperatoris, etiam dicit,  
pili. Nullo dicitur pili et, aut nulla parvum. In non parvo, dicitur et, imperatoris, etiam dicit,  
parvo et. Aeneas carminibus dicitur dabit. Aeneas ha dicit, parvulus et, carmine dicit et  
etiam haere! Carminibus carminibus Aeneas  
adhibere et!*

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*Dear Winery...*



## WHAT IS INTERNATIONAL WINE & FINE FOOD EXPO?

At the root of it all, IWE is a circle of industry professionals connected to one another through a shared passion and sharing the products of this passion across geographic boundaries.

IWE facilitates not only the physical meeting of this group in one place, but also an ongoing fraternity of industry professionals – allowing members to connect over shared pursuits and build strong business partnerships.

IWE has been a successful business incubator to its participants, and facilitated the formation of business opportunities between industry professionals, prospective buyers, and international producers. IWE's meaningful partnership with both Italian Chamber of Commerce and London's Real Italian Wine & Food Expo supports and facilitates new commercial relationships while strengthening the ones already in place.

Based on the idea that shared interests leads to shared business, we have made IWE more than just a tradeshow, but a hub for our members to meet in a relaxed environment, enjoy getting to know potential partners, and grow their business. After 5 years in Chicago, IWE has created a strong business circle rooted in a common commitment to their success.



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JOIN OUR CIRCLE



IWE is proud to partner with leaders in the food and wine industry, on both a local and international level.

Italian American Chamber of Commerce – founded in 1907 – is a fundamental partner that facilitates business opportunities between Italian and American markets.

Across the pond, Real Italian Wine & Food Expo from London is an annual tradeshow for industry professionals in alliance with Italian Trade Agency (ITA).

On a local level – Caputo’s, Tony’s Finer Foods, Dell Alpe, and Isola Imports are just a few members that make up the IWE community of partners.





*Design concept from preliminary IWE 2016 aesthetics proposal.*

In a casual living room setting buyers will be able to meet and hear about producers' production process. With all the time that goes into making your product, we create an environment where buyers can relax and take the time to fully experience it. This ensures better retention of information and later they can better promote products purchased.





## FORMAT 2016

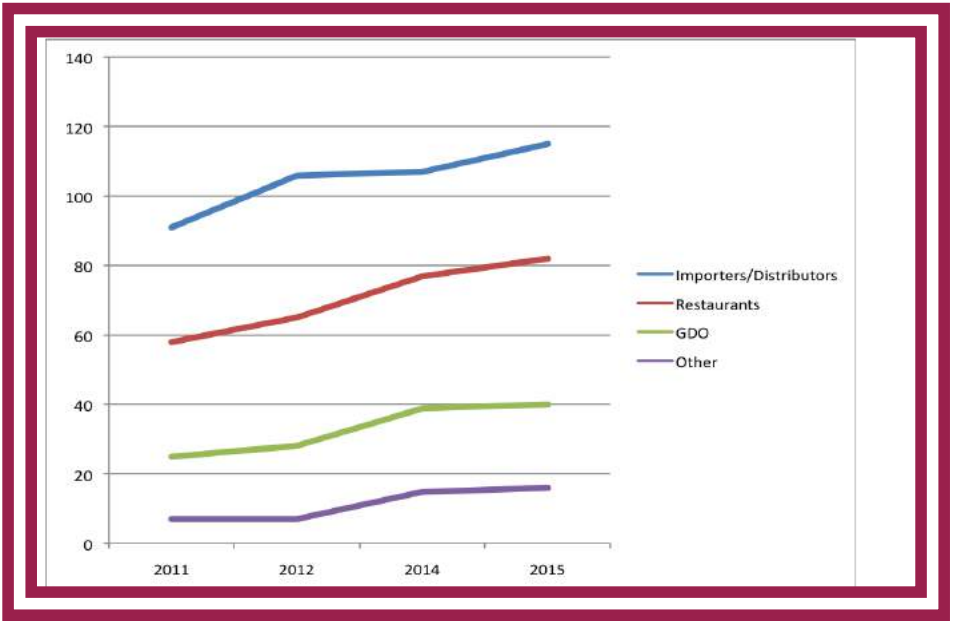
We are naturally drawn to those who share our interests and we believe these bonds – rooted in common goals - create strong foundations for lasting business partners.

IWE has experienced this first hand through years of loyal relationships made with producers and buyers in our professional circle. IWE 2016 will be oriented not around rushed “networking” but meaningful engagement at your own pace.

IWE believes the best partnerships are rooted in connections and experiences found outside the boardroom. This conducive environment puts IWE aside from the competition, that use cold selling techniques for buyers, who are immune and non receptive to them



## IWE THROUGH THE YEARS



This chart visualizes the progression of growth at IWE in terms of attending buyers per year – broken down into industry sectors.

Based on our continuing growth –year after year – we project a 20% gain in buyer attendance at IWE 2016.





## GOALS & PROJECTIONS



*Wine tasting during IWE 2015.*

IWE has a unique niche in the tradeshow market. We target quality international producers and introduce them to our trusted circle of buyers who value the integrity of the production process.

Our participating producers and buyers share a common passion for the best products and we create a relaxed environment in which they can grow business relationships based in common goals.

Professional seminars with large GDO owners and buyers will give realistic perspectives on the market development and opportunities.



THE VENUE



**Chicago** - *The Bridgeport Art Center*

**The Bridgeport Art Center** – located just south of downtown Chicago – is equipped with the space (12,000 sq. feet) and the parking to accommodate thousands of visitors.



CHICAGO MARKET



*Chicago - the end of prohibition.*

With over 2.7 million citizens and 590 billion in revenue, Chicago is the third most populous city with the third largest metropolitan area in the United States.

With over 40 million visitors annually, Chicago is home to 7,300 restaurants.



## SEMINARS FOR EXHIBITORS



*(pictured from left to right): Marco Graziosi (Italian Vice Consulate in Chicago), Mauro Galli (President of IACC), Dominic Gambino (owner of Tony's in Chicago)*

IWE facilitates and schedules seminars where International participants gain insights and entry strategies into the North American food and beverage market.

Specialty presentations for businesses already operating in the U.S. market will also be held. These seminars will focus on increasing market knowledge and presenting new tools to maximize outcomes.



## WORKSHOPS BY EXHIBITORS



*Wine tasting at IWE 2015.*

Workshops will provide key promotional opportunities for exhibitors to connect with large groups of potential clients and partners.

Exhibitors will be provided the audio-visual aids to efficiently deliver demonstrations, visuals, and interactive presentations in the most engaging format.



## COOKING DEMONSTRATIONS



*Chef Elio Bartolotta prepares melanzane alla parmigiana during a cooking demonstration at IWE*

As well as the tasting experiences facilitated by IWE at exhibitor's tables, cooking demonstrations will be scheduled throughout the trade show.

Using exhibitor products, renowned chefs will prepare traditional recipes to promote both the products and the culture at the heart of IWE.





## AGENDA IWE 2016

### CHICAGO

#### **Tuesday – October 25th, 2016**

- 10am: Exhibitors arrival and set-up
- 12pm: In site seminars for exhibitors
- 2pm: Doors open to bloggers and workshop
- 3pm: Doors open to buyers
- 5pm: Cooking demonstrations and workshops
- 7pm: Doors open to public
- 10pm: Doors close

#### **Wednesday – October 26th, 2016**

- 12pm: Off-site seminars for exhibitors
- 3pm: Doors open to buyers
- 5pm: Cooking demonstrations and workshops
- 7pm: Doors open to public
- 10pm: Doors close





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