

THE NATIONAL ITALIAN AMERICAN FOUNDATION (NIAF)

PROUDLY PRESENTS:

Piazza d' Italia
2009

A TWO-DAY BEST OF ITALY EXHIBITION

HILTON WASHINGTON

OCTOBER 23-24, 2009

WASHINGTON, D.C.

NIAF



Once again, the National Italian American Foundation (NIAF) is bringing the best of Italy to Washington, D.C., for "Piazza d'Italia," a two-day exhibit hall event at the Hilton Washington.



At Piazza d'Italia, exhibitors will be given the opportunity to introduce their products and services to our faithful gathering of Italian and Italian American gala attendees from across the U.S. and Italy, distinguished guests, dignitaries and -- as the Piazza is an open event -- a large gathering of residents from the greater Washington, D.C. area. The convention and gala attract more than 3,000 guests including importers, distributors, travel agents and other business leaders. Highlights from this two-day event include:



- Wine Tastings
- Food Tastings
- Appearances by Celebrity Guests
- Cooking Demonstrations
- Musical Performances
- ...and much more.



Friday, October 23, 2009
9:00 a.m. - 5:00 p.m.

Saturday, October 24, 2009
9:00 a.m. - 1:00 p.m.



GALA DINNER IN PREVIOUS YEARS



U.S. Supreme Court Justices Antonin Scalia and Samuel A. Alito, Jr.



Tim McGraw and Yogi Berra



Former President of the Italian Senate Marcello Pera and Sophia Loren



Tony Bennett, Roberto Benigni and Jerry Vale



Andrea Bocelli and Gina Lollobrigida



Martin Scorsese and Ellen Pompeo



Franco Frattini, Luciano Pavarotti and Colin Powell



Alan Alda, Mel Brooks and Jack Valenti

Gala dinner tickets come with select packages! See page 4 for details.

WHY EXHIBIT?

- Product and/or company exposure to the most prominent and influential Italian Americans
- Network face-to-face with potential buyers, investors and opinion leaders
- A cost-effective way for your company to gain valuable international, national and regional exposure all at once
- At Piazza d'Italia, the very best of industry and luxury come together to gain a competitive edge in their market place....shouldn't you?

At last year's Piazza d'Italia, guests had the opportunity to sample fresh, hand-made mozzarella cheese, a wide variety of wines, authentic gelato, espresso coffee, salami, cheese, pasta and sauces, olive oil, and hors d'oeuvres. Also featured were informational booths about Italian language, education, fashion, humanitarian efforts, social networks, political groups, and travel agencies



A selection of LaFamiglia Del Grosso pasta sauces were available for tasting.



Piazza guests were able to sample some fine Italian wines from Luca Maroni.



Piazza guests sample the wares from Mike's Deli.



Letizia Moratti, Mayor of Milan, Lila Castellaneta, wife of Italian Ambassador to the U.S. Giovanni Castellaneta and former First Lady Laura Bush attend a previous Piazza.



Luxury vehicles like the above Ducati motorcycle were on display.



Chef Pasquale Guarella from Pollio Cheese demonstrates how to make fresh mozzarella.



Guests examine Italian gourmet food specialties on display by online marketplace D'Italia.

TRAVEL INFORMATION

Washington, D.C. Airports

- Ronald Reagan Washington National Airport (DCA) - 10 minutes to Hilton Washington
- Dulles International Airport (IAD) - 45 minutes to Hilton Washington
- Baltimore-Washington International (BWI) - 35 minutes to Hilton Washington

All NIAF events will be held at the Hilton Washington (1919 Connecticut Avenue, NW, Washington D.C. 20009). A room block is being held for \$262 - \$349 per night (depending on room type). For more information or to make reservations, please call the Hilton Washington at (202) 483-3000 and mention the NIAF event for the weekend of October 23-24.



EXHIBITOR FEES

1) 8 X 10 BASIC BOOTH PACKAGE - \$2,250

- Table skirt, wastebasket, company sign and two chairs with 8' x 10' booth
- Volunteers to run the booth if needed
- Logo with company description and information in exhibition program
- 1/4 page ad in an issue of the NIAF magazine *Ambassador*
- Acknowledgement in NIAF Gala Souvenir Journal

2) 8 X 10 DELUXE BOOTH PACKAGE - \$3,250

Includes everything in first Package as well as:

- 2 tickets to the NIAF Gala Dinner
- 2 tickets to the weekend's Friday Night Entertainment event
- 1/2 page ad in an issue of the NIAF magazine *Ambassador*

3) 8 X 10 PREMIUM BOOTH PACKAGE - \$5,000

Includes everything in first package as well as:

- 4 tickets to the NIAF Gala Dinner
- 4 tickets to the weekend's Friday Night Entertainment event
- An upgraded full page ad in an issue of NIAF's *Ambassador* magazine
- 1 full page ad in the NIAF Gala Souvenir Journal



PAYMENT & CANCELLATION POLICY

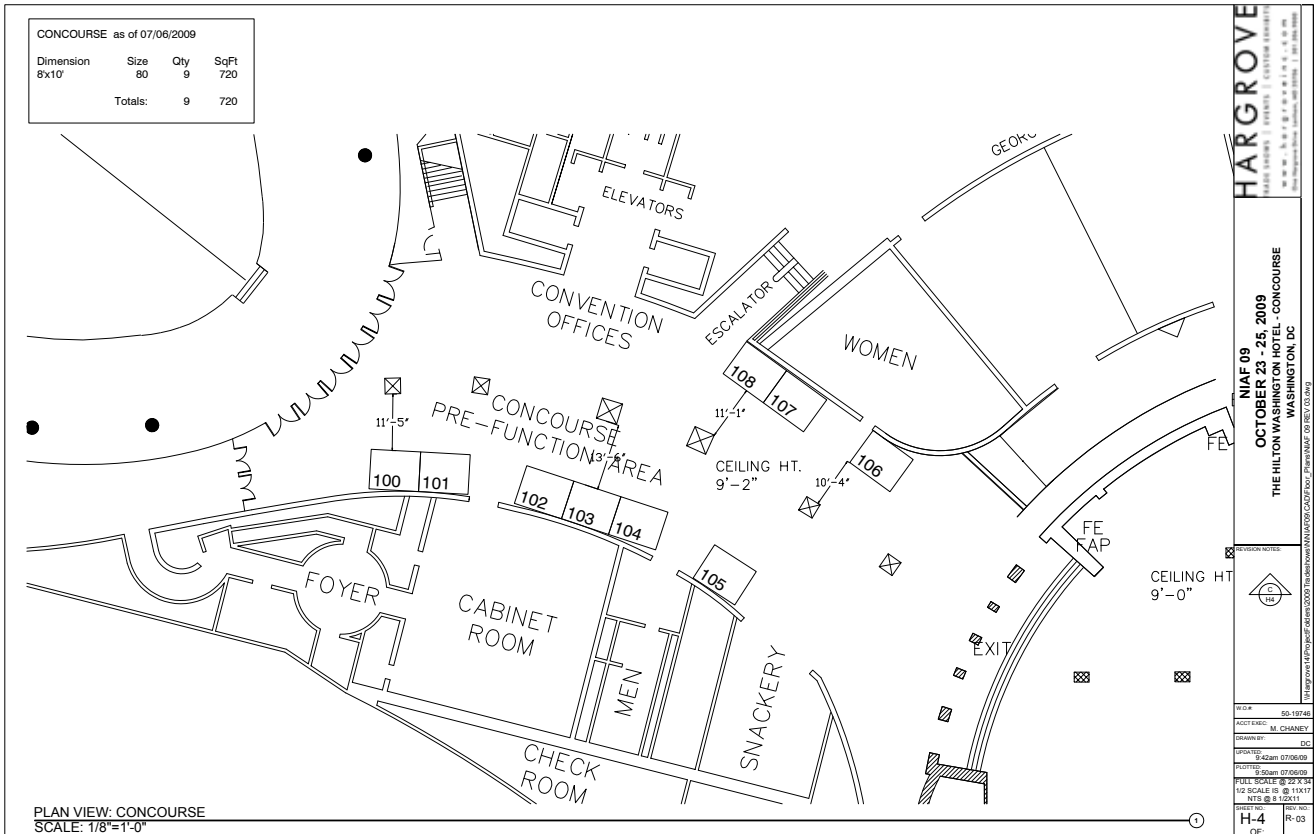
To reserve space, please fill out the **registration form** on the last page. After approval of registration, a full service manual will be sent to the name and contact information provided. Full payment upon registration must be received to confirm your booth space. Cancellation with a full refund will be accepted until September 25, 2009. No refunds will be given after this date.

Payment will not be taken until registration has been received and approved. Please mail (1860 19th Street, NW, Washington, DC 20009) or fax the attached form to (202) 387-0800. Space is given on a first-come, first-served basis. For questions or to make your request call (202) 939-3113 or e-mail piazza@niaf.org.

RULES AND REGULATIONS

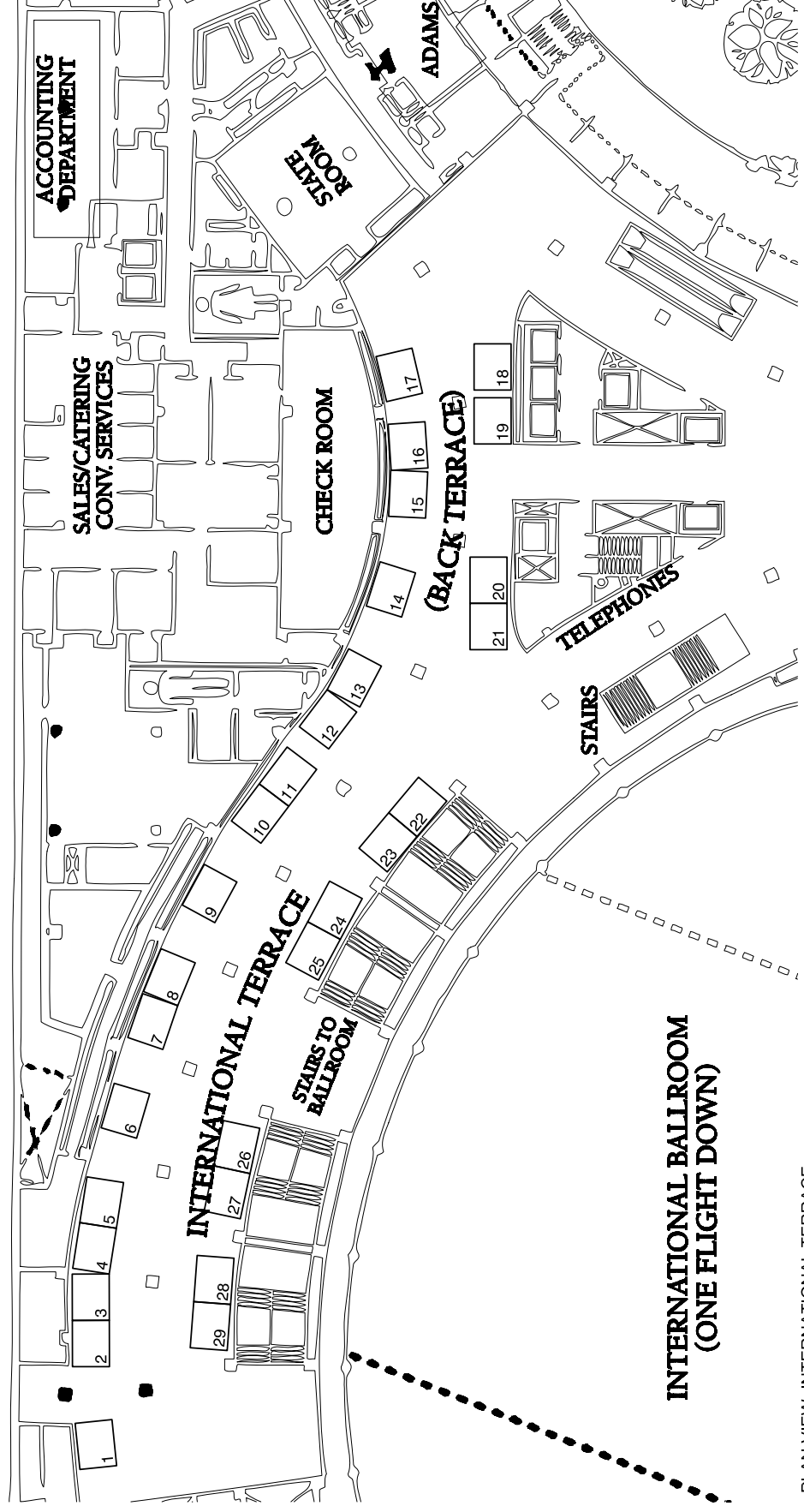
The National Italian American Foundation (NIAF) reserves the right to make final decisions on booth assignments based on receipt of registration, adherence to deadlines, contribution of exhibitors and any other factors that may affect the exhibition arrangement. NIAF also reserves the right to refuse a registration that is not compliant with the character of this particular exhibition.

FLOORPLANS



Inventory as of 05/01/2009

Dimension	Size	Qty	SqFt
8x10'	80	29	2,320
Totals:			29 2,320



PLAN VIEW: INTERNATIONAL TERRACE
 SCALE: 3/32"=1'-0"

Exhibition Booth Registration Form

Company: _____ Contact person: _____

Telephone: _____ Fax: _____

E-mail: _____ Web site: _____

Address: _____

City: _____ State: _____ Zip: _____

Product/service being exhibited: _____

Select booth package:

___ Package 1: \$2,250

___ Package 2: \$3,250

___ Package 3: \$5,000

Special needs/requests*: _____

*Please note: special needs and requests are not guaranteed and may incur additional fees. Booth assignments are on a first-come, first-served basis.

Credit Card Information:

Circle one: VISA MASTERCARD AMEX

Credit card #: _____

Exp. Date: _____ Signature: _____

___ I hereby authorize the National Italian American Foundation to charge the above total to the credit card information given.

___ I will mail a check to the National Italian American Foundation to the address below.

Please fax Exhibition Booth Registration Form to:
NIAF Attn: Piazza d'Italia (202) 387-0600
Or mail to: 1860 19th Street, NW, Washington, DC 20009

Payment and Cancellation information:

Payment will not be taken until registration has been received and approved. Service manual will be sent upon approval or booth request o the contact information provided on this form. Full payment upon approval of registration must be received to confirm booth space. Cancellation with full refund will be issued with proper notification until September 25, 2009. No refunds will be issued for cancellations after this date.

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For any questions, call (202) 939-3113 or e-mail piazza@niaf.org

For further information about the NIAF Convention and Gala and Piazza d'Italia, please visit www.niaf.org; click on "Events."

**Call (202) 939-3113 to reserve your
exhibition space today!**



NIAF

THE NATIONAL
ITALIAN AMERICAN
FOUNDATION

www.niaf.org



The National Italian American Foundation (NIAF) is a non-profit organization dedicated to preserving the heritage of an estimated 25 million Americans of Italian descent and providing an effective network of business leaders.