



# A Celebration of Italian Lifestyle



The Made in Italy Expo is a week-long recurring program produced in Atlanta celebrating the innovation, craftsmanship, and heritage of Italian excellence in the Southeastern United States. It is a dynamic platform designed to connect businesses and consumers across industries while showcasing the best of Italian technology, design, manufacturing, fashion, food, wine, and more. Through meaningful partnerships and immersive experiences, the Expo elevates the “Made in Italy” brand and expands its cultural and economic footprint across Georgia and beyond.

01

The largest Italian multi-sector showcase ever staged in the Southeast.

02

Over 50 brands are expected across multiple sectors.

03

Designed with opportunities for both B2B and B2C audiences.

04

A diverse range of industries, including technology, fashion, and food.

05

Promotes cultural exchange and innovation between Italy and the U.S.

# Why Atlanta?

## Proven Impact

- Atlanta = Southeast hub for **industries, R&D, logistics**, and culture
- Past decade: **+11.2%** labor productivity, **+34%** real value-added output (Georgia)
- Georgia's Gross Domestic Product: **\$850B** (+3.4% from 2024)
- Italian footprint in GA: **\$4B+ revenue, 6,000+ jobs**
- Ideal **landing point** for contemporary Italy + U.S. market demand

# Our Goals

*To transform visibility into measurable business growth and long-term market access*

- **Connecting the US and Italy** through Recurring program showcasing Italian brands, products, services
- **Territorial Marketing:** for both Georgia and Italy, attracting investments and exchanges
- **Asset Creation:** Building profiled audiences
- **Long Terms Development:** Curated consumer experiences, structured deal-making, soft-landing design, marketplace activation

Technologies | Design | Manufacturing | Fashion | Food & Wine | Logistics | Tourism



# 2025 Edition - Success Snapshot



Showrooms + Fashion Show



Exhibit Hall + Film Festival



Industry Talks

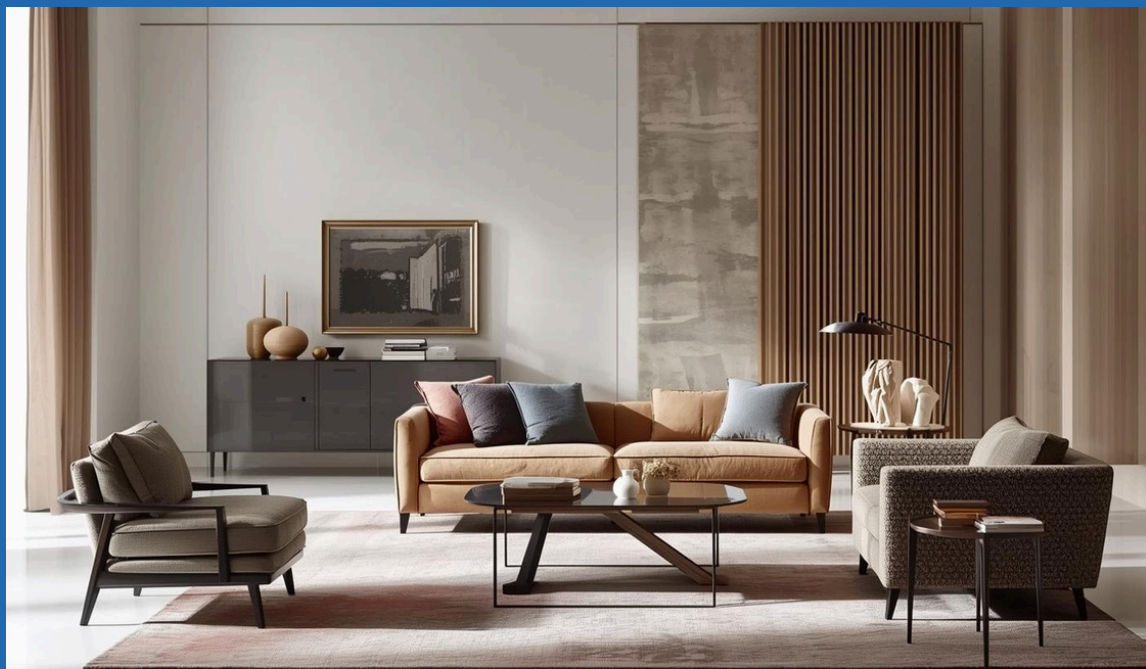
# Endorsements



## Natuzzi Italia

Renowned for exceptional craftsmanship and timeless design in furniture.

"We were thrilled to host an engaging and successful event in our showroom as part of the Made in Italy Expo. Overall, the event was a great success. We're excited about our growing partnership with the Chamber and look forward to future collaborations that support and promote Italian brands and companies throughout Georgia."



## Pirelli USA

Leading innovator in tire technology, known for performance and quality.

"The Made in Italy Expo has provided an outstanding platform to showcase Pirelli not only as a leader in advanced manufacturing, but also as a symbol of Italian ingenuity and style while also reinforcing the strength of 'Made in Italy' in the Southeast."



## J. Goldin Eyewear

Luxury sunglasses made by hand in Italy, Crafted in Atlanta

"Our brand gained impact and visibility, giving us the opportunity to share our story of eyewear design made in Atlanta and manufactured in Italy with an audience eager to discover authentic quality. Beyond visibility, the Expo translated into tangible results."



# Proof of Traction: Engagement Data 2025

**40+** brands/companies engaged

**1,500+** in-person participants across the week

**30,000+** online attendees

Media coverage across regional and Italian outlets

## **Campaign (Aug 11 – Sept 30 2025) results:**

330,000 total impressions and views

2,700+ engagements (clicks/reactions/comments/shares)

460+ new followers across LinkedIn, Facebook, Instagram

# ATLANTA GETS A LITTLE MORE ITALIAN

Sep 15-22

@madeinitalyexpoatl



# Media Engagement

20+ press articles written accross various outlets in US and internationally. 1 TV channel coverage of 3 minutes lenght.

**SIGN UP & WIN A FLIGHT TO ITALY!**  
YOUR DREAM ESCAPE AWAITS  
[www.madeinitalyexpo.org](http://www.madeinitalyexpo.org)



The advertisement features a background image of St. Peter's Basilica in Rome. In the foreground, there is a contest ticket for 'ATLANTA ITALY' with a barcode and the text 'SIGN UP & WIN A FLIGHT TO ITALY'. The ticket also lists 'FIRST DRAWING 08/25/2025' and 'FINAL DRAWING 09/25/2025'. Below the ticket, it says 'Win a round-trip flight for two from ATL to ITALY' and 'You must be at least 21yrs old to participate in our drawing.' The ticket also mentions 'the made in Italy Expo celebrates INNOVATION CRAFTSMANSHIP HERITAGE'.

**EXCELLENCE ISN'T A TREND ITS A TRADITION.**  
Sep 15-22  
[@madeinitalyexpoatl](https://twitter.com/madeinitalyexpoatl)



The advertisement shows a cup of coffee with a latte art design of the 'MADE IN ITALY EXPO' logo. The background features a white wall with blue and white wavy stripes.

**ITALIAN CRAFT UP CLOSE**  
NATUZZI ATLANTA | SEPT. 17TH | 5:30PM



The advertisement shows a modern living room with a white sofa and orange armchairs. A large, wavy graphic of the Italian flag (green, white, and red) is overlaid on the scene. The Natuzzi Italia logo is visible in the bottom right corner.

*Newyorkese*

**Global Atlanta**

**Rai Italia**

**We the Italians**  
two flags one heart

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[.https://wetheitalians.com/single\\_post/whats-wti-editorial-189](https://wetheitalians.com/single_post/whats-wti-editorial-189)

[.https://www.globalatlanta.com/made-in-italy-expo-to-spotlight-italian-innovation-and-industry-in-the-southeast/](https://www.globalatlanta.com/made-in-italy-expo-to-spotlight-italian-innovation-and-industry-in-the-southeast/)

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<https://www.globalatlanta.com/event-recap-italian-excellence-in-factories-food-and-future-technologies-spotlighted-at-landmark-expo/>

**[3 minutes TV coverage/segment on RAI Italia - https://vimeo.com/1132978462](https://vimeo.com/1132978462)**

*Newyorkese*

 **Global  
Atlanta**

 **Rai Italia**

We the  **Italians**  
two flags one heart

# 2025 Main Sponsors



Rödl & Partner



Rödl & Partner



# 2026 Edition: Program Highlights



50+ brands across 7 sectors and 12 locations



## City-Wide Engagements

Curated experiences + structured deal-making, surprises.



## Exhibit hall & Fashion show

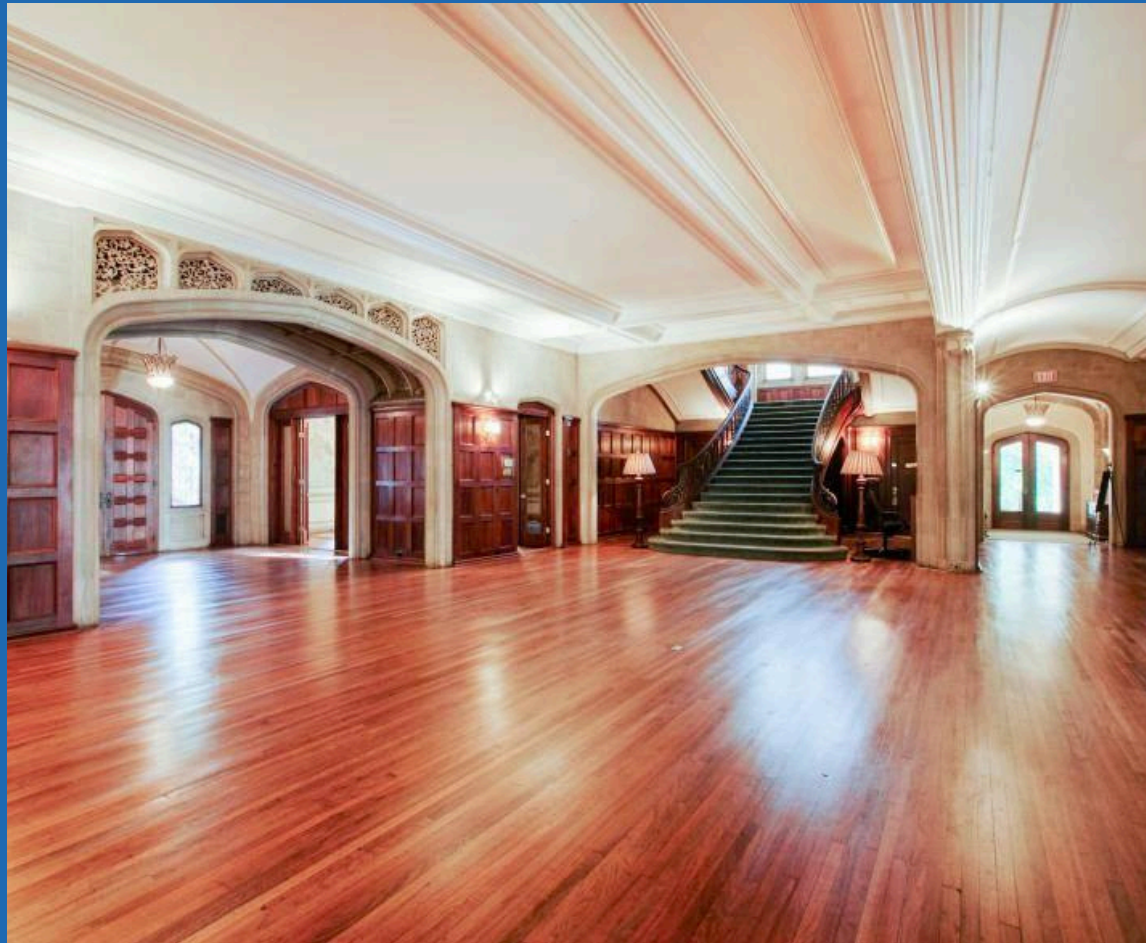
B2B appointments + consumer engagements.



## Industry talks & Film Festival

Visibility, qualified leads, long-term momentum and the power of storytelling.

# 2026 Main Locations



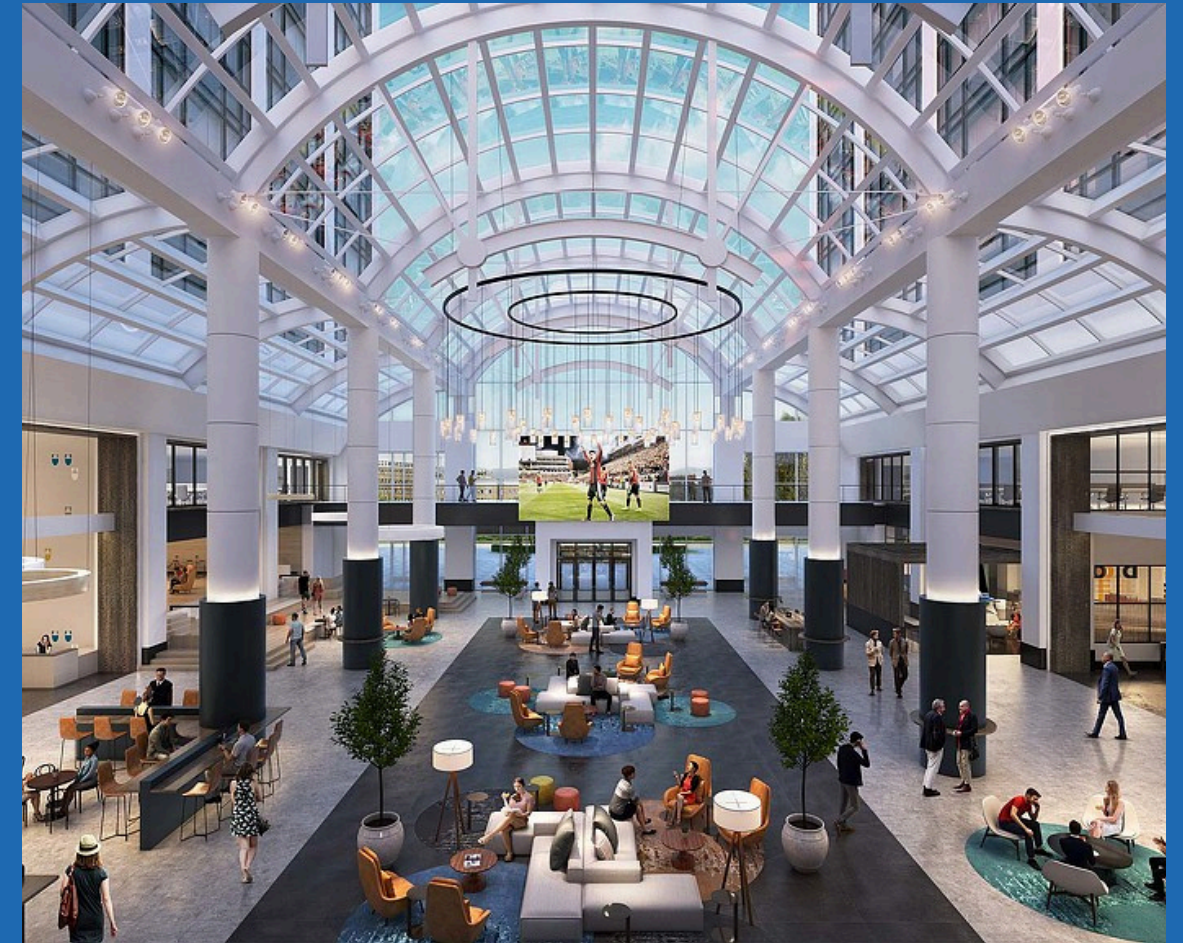
## Callanwolde Arts Center

Renowned for exceptional craftsmanship design. Perfect site for special events.



## Industry Talks - Uptown Atlanta

State of the art conference center with several B2B break-rooms.



## Uptown Atlanta

Stylish Atrium in which to design the Exhibit Hall with several pop-up installation areas.

# 2026 Main Locations



## Showrooms

Where the Italian design is cherished and community is created.



## Movie Theater

TARA theaters is one of the most iconic and historic venue for high quality screenings.



## Retails

To present brands and products which are the front end of the Made in Italy excellence.

# 5,000+

Expected Visitors

The Made in Italy Expo 2026 anticipates over **5,000+ profiled visitors**, and **500k+ on-line engagements**, showcasing the strong interest in the Italian culture, innovation, and lifestyle. This presents an invaluable opportunity for sponsors and exhibitors.



# 20+

Media outlets covering the event

The Made in Italy Expo 2026 will attract extensive media attention, ensuring your brand reaches a wide audience through diverse platforms and influential channels.



# Sponsor Value: What You Get

Multi-channel brand visibility

VIP hospitality & stage moments

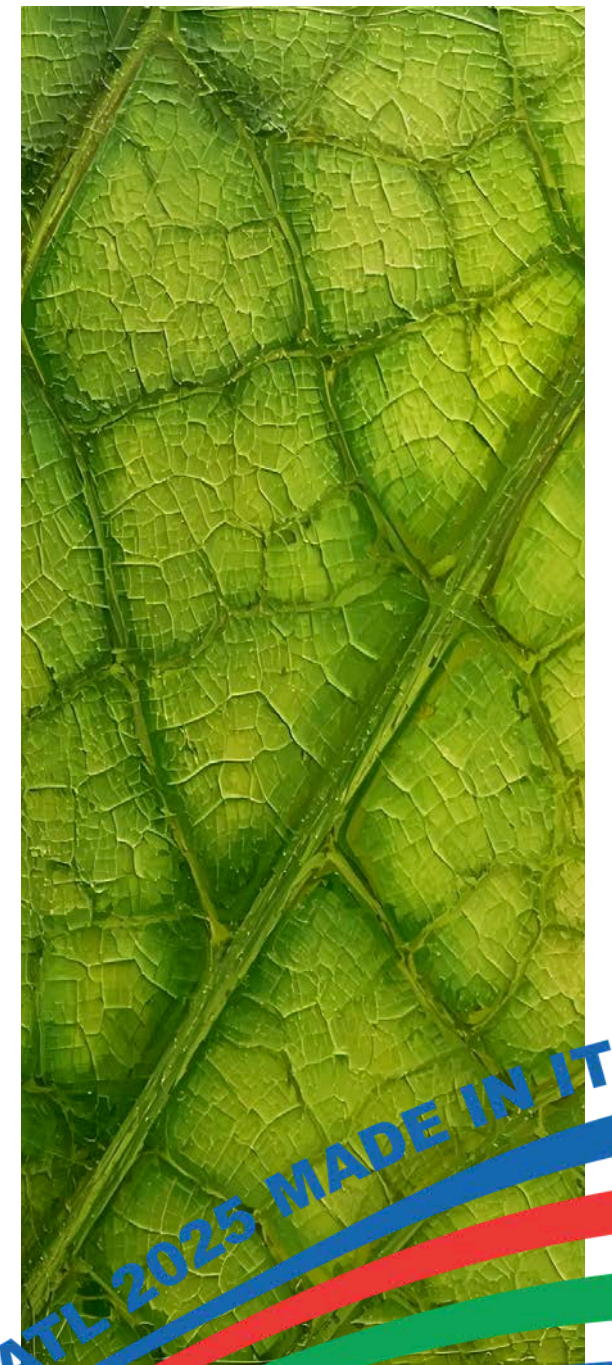
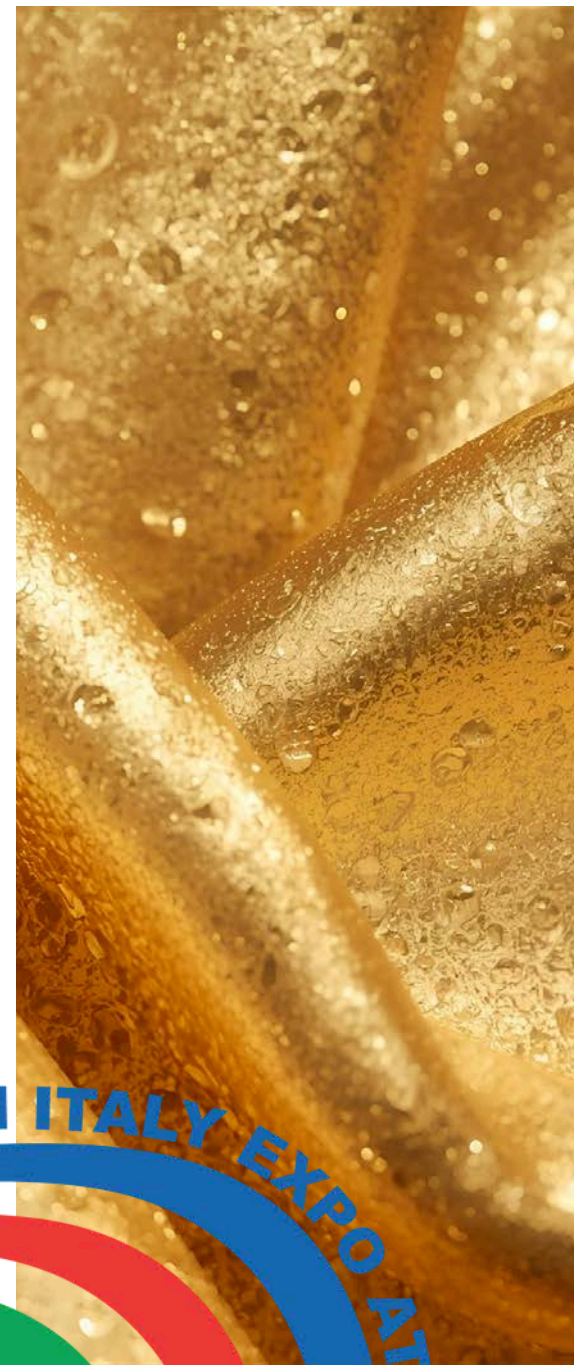
Lead-gen via Hosted Buyer + scheduler

- **Activations** start at \$1,200
- **Exhibiting** fee starts at \$3,500
- **Sponsorship** packages start at \$10,000

**Custom integrations:** LED screens, Media Studio, talks, co-branded content Visuals: Tiered cards (Activation / Exhibitor / Sponsor / Custom). Speaker Notes: Right-sized for emerging to enterprise brands and more.



# Package Benefits



## **Diamond \$40K**

Prime logo visibility  
20 posts  
65 tickets  
Exclusive branding  
10M+ reach

## **Gold \$30K**

High visibility  
10 posts  
40 tickets  
Select session branding  
5M+ reach

## **Silver \$18K**

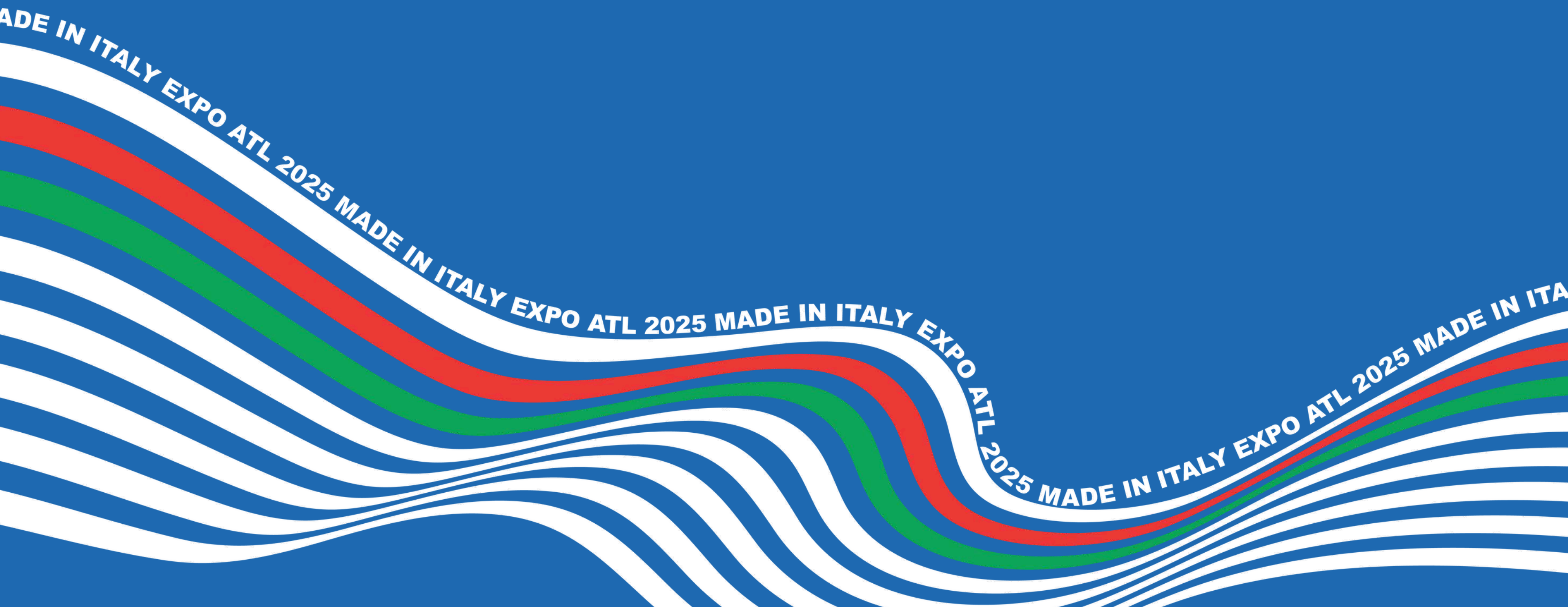
Corner booth  
5 posts  
20 tickets  
Shared branding  
3M+ reach

## **Sustaining \$10K**

Website mention  
2 posts  
10 tickets  
Standard booth  
1M+ reach

# Join Us

[madeinitalyexpo.org](http://madeinitalyexpo.org)



# Contact Information



Email

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[@madeinitalyexpo.atl](https://www.instagram.com/madeinitalyexpo.atl)

