

GIA Italia 2022

Special Edition #restart



AT A PARTICULAR TIME

A PARTICULAR PROPOSAL

From the research carried out by Format research for ART it comes out that the points of sale are the main consumer touch points, shops that during this lockdown period have really undertaken in many cases innovation paths to be ready to confront with its customers in the New Normal.

In many cases it was an opportunity to bring out new ideas and content.

So what to do?

We think that enhancing these paths of change is fundamental and it seems correct to do so this year with the trade association and with those associated companies that want to bring out their proximity to retail as a partner for really build the recovery together

From this reason we introduce
Global Innovator Award ITALIA EDITION #RESTART

The Award aims to bring out the Best Practices of the points of sale in different declinations: from visual to digitization paths, from new methods of promotion both online and offline to innovative concepts, from layouts to the ability to communicate with consumers also through new media such as social platforms.

The Award is made in collaboration with Gia retail World an international contest which involves 28 countries on five continents with the aim of enhancing excellence in retail in partnership with the trade magazines of these countries who report their national candidacies.

Also this year **Casastile is the reference magazine for Italy**

Among all the shops that will present their candidacy Casastile will select the realities characterized by a innovation content which will be subjected to the scrutiny of a jury specialized, which will decide the winners in the various categories
The overall winner **will represent Italy at the Chicago international contest**

There is also a prize “**The choice of the web**” which provides for a vote by the final online audience with the aim of amplifying the relevance of the sector also in the network.

The event will give great visibility to the companies that will sponsor it, which will propose themselves as companies attentive to the valuable content of their customers and new potentials.

Brands capable of showing concrete closeness in this particularly stimulating and electrifying period.

Sponsorship includes:

Company logo (link to website) in all communication related to the event as :

- Pages in the magazine, website articles, registration form d'iscrizione, DEM, invitation to the award ceremony
- Opportunity to report shops

Sponsorship request:

- **€ 2.000 (with 3 brands \ company)**
- **€ 1.500 (with 4 brands \ company)**
- **€ 1.000 (with 6 brands \ comapany)**