



The Sports Goods Export Promotion Council
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CIN: U74900DL1958NPL002893

August 27, 2021

SGEPC/EP/2021-22/SPM- USA

To,

All Members of the Council

Subject: Inviting participation in SPORTX Miami 2022– (International Sports Business Expo) from 18 – 20 January 2022 at Miami Airport Convention Centre, Miami, Florida, USA.

Dear Sir/Madam,

We are pleased to inform you that **SPORTX Miami 2022** is being held on **18 - 20 January 2022** at Miami Airport Convention Centre, Miami, Florida, USA organized by Asia America Show INC.

SPORTX Miami 2022 – International Sports Goods and Fitness Equipment Business Expo is a B2B & B2C business platform for the sports good and fitness equipment manufacturers, suppliers to find out new market in USA, Latin American & The Caribbean Markets, an unprecedented opportunity for exporters to target more than 43 countries in one place.

The Indian Sports goods are in high demand in USA, **SPORTX Miami 2022** Expo will be right business platform and great business opportunity for the Indian Sports Goods Industry to promote and grow their business in US market.

Since Miami Florida USA is the hub of the Americas with access to over 43 countries in the region, these emerging Export Markets offer NEW Opportunities for Indian manufacturers in their sector. **SPORTX Miami 2022** is attracting major buyers, retailers, importers, wholesaler's distributors and government procurement offices, sports academy, sports associations and federations , chambers of commerce and industry **that brings in Buyers from 43 countries- The Caribbean, Central & South America, Latin America and the United States** to Miami, the Business Hub of the Americas, Miami is the Asian Gateway to Multi-Billion Dollar Export Markets of Latin America and the Caribbean, Central & South America, Latin America and the United States.

As we would have to confirm our space requirement to the organizers, we would request you to fill in the SGEPC online application form in case you are interested to participate in this fair in 2022.

Participation Cost:

Option 1: Pipe and Drape booth package.

(Each 10 x 10 booth package includes: carpet, 1 draped table, 2 chairs, 1 waste basket, pipe and drape, ID sign, listing in show directory. Electricity is NOT included.

Estimated Booth Cost: 3ms x 3ms (9 Sqm)/100 sqft- Rs. 2,20,000/-

Option 2: Hard Wall Panel booths package.

Includes: Complete Hard Wall Panel (3ms x 3ms) (10' x 10') Booth Package Includes: Carpet, 1-round table, 2 chairs, 2-lights, 3-shelves, ID sign, 1-waste basket, listing in show directory.

Estimated Booth Cost: 3ms x 3ms (9 Sqm)/100 sqft- Rs. 3,28,000 /-

Option 3: Exhibit only at the Asia America Global Sourcing Center for 12 months for one low annual fee of only Rs. 75000 + GST@ 18 %.

Display Shop at “Asia America Global Sourcing Center”- Located at the Miami Merchandise Mart, Miami Florida USA - a permanent Exhibition Showroom and product showcases & permanent INDIA’ s Manufacturers and Exporters Center.

Government Grant

1. **SPORTX Miami 2022 is expected** to be approved under Market Access Initiative Scheme of the Ministry of Commerce & Industry; GOI therefore the cost of participation would be subsidized under the MAI Scheme. The expected MAI grant to participants is on **per participant, irrespective of the size of the stand**. The government grant (**Subject to Approval**) would only be paid after the completion of the fair and finalization of account.

NOTE: The grant/subsidy is only for Physical Participation in the fair and NOT available for the Option 3 for display at Asia America Global Sourcing Center.

2. In addition to above grant, participants are also eligible for economy class airfare reimbursement up to a certain limit, subject to following conditions: -
 1. Permissible only to the regular Director / Partner / Proprietor of the Company
 2. Participant Company should have completed 12 months membership with SGEPC.
 3. Participant Company should have minimum export turnover for the year 2020-21 of Rs. 5 Lakhs and maximum for the same year Rs. 50 Crore.

Payment Terms

1. Considering the present situation, the booking amount has been reduced from 40% of the estimated cost of participation to **Rs. 50,000/- per booth only, irrespective of the booth size**. The booking amount is payable along with application form **latest by September 15, 2021**.

SGEPC Bank Detail

Bank name: Axis Bank

Branch: E-1, Jhandewalan Extn, Rani Jhansi Road, New Delhi

Account name: The Sports Goods Export Promotion Council

Account number: 738010100010168 - IFSC Code: UTIB0000738

A confirmation email must be sent to SGEPC if payment is made through RTGS / NEFT along with transaction details.

Application process

The members who are interested to participate in this fair may please share your interest by filling SGEPC online form by [Clicking here](#) latest by September **15, 2021** along with:-

- Booking amount (**Rs 50,000 per booth**) through Cheque / DD/ Bank Transfer.
- Send us the Signed and stamped Terms & Conditions sheet (as attached)

IMPORTANT: The 100% booking amount would be refunded in case:

- a) Fair is cancelled by the organizers.***
- b) The travel from India to USA is prohibited.***

We look forward to receiving your application at the earliest.

Regards,

Preeti Sharma