



**The Sports Goods Export Promotion Council**  
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**19<sup>th</sup> April 2010**

## **American International Toy Fair 2011**

Dear Sir (s),

After the successful participation of the Indian Toy Industry in **107<sup>th</sup> American International Toy Fair**, we are now planning the Indian participation in **108<sup>th</sup> American International Toy Fair** which is scheduled to be held from **13<sup>th</sup> to 16<sup>th</sup> February 2011 at Jacob K. Javits Convention Center New York city**

**The last fair summed up with following statistics:**

- **Total number of exhibitors: 1100**
- **Number of booths: 5744**
- **Total Exhibition Area (sq feet): 3,45,500**
- **There were about 10,600 trade visitors from 85 countries and regions.**

We are pleased to inform you that Indian participation in American International Toy Fair 2011 has been approved under Market Access Initiative Scheme of the Ministry of Commerce & Industry.

Participation is invited from members for the fair. Members interested to participate are requested to send us applications for participation. Members are requested to send their participation request along with:

1. Filled Application Form.
2. Initial Deposit of Rs.50, 000/- (Initial Deposit of Rs.50,000/- is for 100 sq ft only. For additional space, Initial Deposit would be required on proportionate basis)
3. Signed Terms & Conditions.
4. Undertaking

**Kindly Note that the Toy Industry Association, USA has informed about the renovation work at Jacob K. Javits Convention Center during the time of Fair in 2011. Accordingly they have requested for 50% deposit till 7<sup>th</sup> May 2010 to confirm participation**

Please send your applications to the Council by **1<sup>st</sup> MAY' 2010**, along with the deposit of Rs 50,000/- Kindly send your application adhere to the above deadline; as any delay may result in non allocation of the space to us in American International Toy Fair

The Application Form, the Terms & Conditions and the format of Undertaking are enclosed herewith.

Looking forward to receiving your application.

Best Regards,

Gurpreet Kaur

Trade Promotion Officer