



The Sports Goods Export Promotion Council
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SGEPC/EP/002/2011-12

Date: 25th March '11

To

ALL THE MEMBERS OF THE COUNCIL

Dear Sir (s),

The Council has already circulated the calendar of events for the year 2011-12 through its circular dated 24.03.2011. We are pleased to inform you that the participation in **Asia America Trade show, Miami** during **20th - 22nd September'2011** is proposed to be organized under MDA Scheme. The proposal has been submitted and approval for the same is yet to be received.

Also please note as per new MDA rules ,

1. Minimum 10 participants are required to organize a fair.
2. Exporters with minimum export of Rs. 25 lacs & maximum of 15 Crores during the year 2010-11 are only eligible for MDA Grant

Miami Florida is the hub of America with access over 43 countries in the region. These emerging Export Markets offer opportunities for Indian Manufacturers in Sporting Goods and Toys Business. AATS.11 targets major retailers, importers, wholesalers and distributors.

This show covers wide range of articles from electronics, apparels, lifestyle products, **Sporting Goods, Toys, Furnishings, Camping equipments** etc..

Facts of the show

Show Dates : 20th -22nd September'2011

Venue : Miami Beach Convention Center

Last Show Statistics

- **Venue:** Miami Beach Convention Center
- **Attendees last show:** 7955
- **Exhibit Space:** 60,000 sq ft.
- **Target Markets:** South, Central America & the Caribbean
- **Buyer Country Profile:**
Colombia, Ecuador, Venezuela, Peru, Costa Rica, Panama, Honduras, Nicaragua, Guatemala, Argentina, El Salvador, Puerto Rico, Trinidad, Jamaica, Bahamas, Dominican Republic, Turks & Caicos, Mexico, USA
- **Type of buyer:** wholesaler, importer, distributor, major retailers
- **Position of buyer:** Purchasing Authority

- **Estimated sales generated:** 10 million \$ at time of show
- **Exhibitors: 205** : There were 90 % exhibitors from the United States, and 10 % from Canada & Europe, but for the AATS.11 show Participation is invited from the Asian Countries also.
- **Estimated AATS.11 Attendance: 15-16,000**
- **Estimated AATS.11 Exhibitors: 600**

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

1. Application Form [CLICK HERE TO SUBMIT THE FORM.](#)
2. Initial Deposit of Rs.50, 000/- (Initial Deposit of Rs.50, 000/- is for 9 sq mtr For additional space, Initial Deposit would be required on proportionate basis)
3. Signed Terms & Conditions.
4. Undertaking
5. LOGO in **jpeg file** via email.

The last date for receipt of applications by the council is 31st March '2011

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

Looking forward to receive your application.

Regards

Gurpreet

Trade Promotion Officer