



The Sports Goods Export Promotion Council
1E / 6, Swami Ram Tirth Nagar, New Delhi - 110055
Tel – 011-23525695, Fax – 011-23632147

SGEPC/2011- 12

19th April 2011

All The Members Of The Council

Dear Sir (s),

After the successful participation of the Indian Toy Industry in **108th American International Toy Fair**, we are now planning the Indian participation in **109th American International Toy Fair** which is scheduled to be held from **12th to 15th February 2012 at Jacob K. Javits Convention Center New York city**. The Activity is proposed to be organized under MAI Scheme of Govt. Of India.

The last fair summed up with following statistics:

- **Total number of exhibitors: 1100**
- **Total Exhibition Area(sq feet): 3,60,500**
- **There were about 9,500 trade visitors from 85 countries and regions.**

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. Application Form. ([Click here to submit](#))
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
5. Logo in **Jpeg file** via email

Please send your applications to the Council by **26 April' 2011**, along with the deposit of Rs 50,000/- Kindly adhere to the above deadline; as any delay may result in non allocation of the space to us in American International Toy Fair.

Please note : Minimum 10 participants are required to organise the event as per the guidelines, failing , the event will have to be called off.

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

Look forward to receiving your application.

Best Regards

Gurpreet

Trade Promotion Officer