



The Sports Goods Export Promotion Council
1E/6, Swami Ram Tirth Nagar, New Delhi - 110055
Phone - +91-11-23516183, +91-11-23525695
Email: mail@sgepc.in
Website: www.sportsgoodsindia.org , www.toysindia.in
CIN: U74900DL1958NPL002893

November 2, 2021

SGEPC/EP/2021-22/ATHL

To,

All Members of the Council

Sub: Application for participation in Australian Toy Hobby and Licensing Fair (Melbourne, Australia), March 27 to 30, 2022

Dear Sir/ Ma'am,

We are pleased to inform you that Australian Toy Hobby and Licensing Fair is being held **from Sunday 27th to Wednesday 30th March 2022 at the Melbourne Convention and Exhibition Centre.**

The Australian Toy Hobby and Licensing Fair is the biggest and most important industry event in the Southern Hemisphere attracting the biggest names in toys and thousands of attendees from around the world. At this annual event, retailers and buyers are given their first look at the new toy, hobby and licensing products. More than 186 exhibitors showcase their products to over 4,000 buyers and retailers over four action-packed days.

The Prospective Exhibitor Round has now been opened for bookings and we have to confirm our space requirement to the Australian Toy association. Therefore, we would request you to fill in the SGEPC online application form in case you are interested to participate in the Australian Toy Hobby and Licensing Fair 2022.

Three types of stands are being offered namely, Shell Scheme, Market Alley and Open Space. Note that Shell Scheme and Market Alley stands cannot be changed into Open Space stands and no stand under 30sqm can be Open Space. SGEPC has decided to opt for shell stand

The cost of participation in the Australian Toy Hobby and Licensing Fair is estimated to be around **Rs. 35,000/- per square meter for a shell Scheme stand (Minimum stand size 6 sqmtr).**

Government Grant

1. The Australian Toy Hobby and Licensing Fair event **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 based on the past approvals would **be approximately Rs. 1.75 Lacs 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.

2. In addition to above grant, participants are also eligible for economy class airfare reimbursement up to a certain limit (*yet to be announced by the Government*), subject to following conditions: -

- Permissible only to the regular Director / Partner / Proprietor/Regular Officer of the Company
- Participant Company should have completed 12 months membership with SGEPC.
- 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

- 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 November 12, 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 **November 12, 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: *If the Organizer at its sole and absolute discretion cancels The Fair's Physical Form in response to a COVID related issue, the Exhibitor will be refunded 50% of the full cost of the Space. The other 50% would be retained by the organizers and put towards the cost of the exhibitor's Digital booth. In this case no grant will be applicable.*

We look forward to receiving your application at the earliest.

Best Regards,
Preeti Sharma