

American International Toy Fair
14th to 17th Feb 2010

Dear Sir,

The Council has already invited participation in overseas events for the year 2009-10 through its circular dated 15.04.2009.

American International Toy Fair will celebrate its 107th year in February 2010. Boasting more than 1,100 exhibiting companies and over 10,000 buyers in attendance from 85 countries, Toy Fair remains the largest and most influential trade show in North America for toys and youth entertainment products.

Being held February 14-17 at the Jacob K. Javits Convention Center in New York City, Toy Fair is home to the world's most innovative, creative and original play products and attracts attendees from mass merchandisers, toy & hobby stores, and a host of alternative distribution channels such as drug stores, department stores, grocery stores, TV shopping networks, outdoor retailers, amusement parks, warehouse clubs, bookstores and more.

We are pleased to inform you that Indian participation in American International Toy Fair has been approved under Market Access Initiative Scheme of the Ministry of Commerce & Industry. The estimated cost of 100 Sq. fts(Super Area) stand would be approximately Rs. 70,000/- only and rest of expenditure would be born from MAI funds. In addition, participants in this fair would also be eligible for reimbursement of their Air Travel cost and Hotel charges subject to ceiling of Rs. 75,000/- per participant. The reimbursement of air Ticket and Hotel charges has been approved by the Government this year to accord special emphasis on promotion of Toys in American Market.

Participation is invited from members for the fair. Members interested to participate are requested to send us applications for participation.

Please note that only those requests will be accepted which are accompanied by the following :

1. Completed application form, signed terms and conditions & undertaking
2. Initial Deposit of Rs. 50,000/-.

The last date for receipt of completed applications is 11th September 2009. Due to limited budget available under MAI, application will be accepted on first come first serve basis.

Looking forward to receiving your confirmations.

Best Regards

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