APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

AEPC/HO/SOURCING BY INFORMA, LV/EP 2026-27
Dated : 26th October, 2026

AEPC's PARTICIPATION IN SOURCING BY INFORMA, LAS VEGAS, USA (FORMERLY KNOWN AS "SOURCING AT MAGIC", LAS VEGAS, USA) 16 – 18 February, 2027

Dear Members,

Apparel Export Promotion Council (AEPC) is participating in Sourcing by Informa (formerly known as Sourcing at Magic) to be held from 16th to 18th February, 2027, which will take place in LAS VEGAS, USA.

About SOURCING by Informa :

SOURCING by Informa is one of the North America's leading international apparel and accessories sourcing events, bringing together manufacturers, suppliers, brands, retailers, buyers, designers and sourcing professionals from across the global fashion industry.

The event brings together 65+ countries and regions, 1600+ Exhibitors and more than 25,000 attendees, including buyers, sourcing professionals, designers, influencers, stylists, industry experts, media and exhibitors.

SOURCING by Informa is a dedicated platform for contract manufacturing, private label and product development, providing an efficient and focused marketplace for product development teams to discover new trends, emerging product categories, value-added products and competitive sourcing partners.
Held alongside **MAGIC**, the event provides international manufacturers and component suppliers with an opportunity to connect with thousands of sourcing executives, designers, wholesalers, private-label buyers, global importers, licensees and leading U.S. retailers**.** It serves as a comprehensive business platform covering various segments of the apparel and fashion supply chain and facilitates opportunities for business development, networking and international partnerships.
The event provides participating companies with a strategic platform to showcase their products, identify new buyers, explore sourcing opportunities and develop business relationships with leading fashion and retail stakeholders in the U.S. market**.**
→ ***For More details about the Magic Show, please visit website : https://www.sourcingatmagic.com***

2. Schedule :

The Sourcing by Informa shall take place at Las Vegas, USA on the following dates :-

Venue / City	:	Las Vegas Convention Center (South Hall) 3150 Paradise Rd, Las Vegas, NV 89109
Set up Day	:	15th February, 2027 (Monday)
Fair Days	:	16 – 18February, 2027 (Tuesday - Thursday)

3. Why you should exhibit in Sourcing by Informa, Las Vegas, USA ?

The United States, the world's largest importer of readymade garments (RMG), remains a key market for Indian apparel exports. India's exports to the US increased from US$ 4.49 billion in 2021 to US$ 5.19 billion in 2025 with India's market share increasing from 5.1% to 6.3% during the same period. Major product categories exported to the USA include **knitted and woven garments, T-shirts, shirts, trousers, jerseys, pullovers, cardigans and other apparel products**. Major US brands and retail giants like Walmart, Target, Amazon, Costco, TJX companies, Kohl's, Macy's, Anthropologie and Nordstrom actively source apparel from India.

The USA is the largest export destination for the Indian apparel industry, accounting for around 31% share of India's RMG exports. The participation in major apparel fairs in the USA is necessary to strengthen market presence and support the industry in expanding its exports to the US market.

4. Participation Charges for exhibitors :

A special price of Rs. 6,45,000/- per booth of 9 sqm. valid till 15.11.2026

	Participation Charges (Rs.)
Participation Charges per booth of size 9 sq. mtr. with Early Bird Discount of Rs. 15,000/- is available from 16.11.2026 till 30th November, 2026	**Rs. 6,70,000/-**
Participation Charges per booth of size 9 sq.mtr. after 30thNovember, 2026	Rs. 6,85,000/-
The applicants, who fail to make full payment of participation charges, will not be considered for allotment of booth.	
Additional Charges Rs. 15,000/- for the Corner Booth (Subject to Availability of booth)	

- **Participation Charges for exhibitors having less than 6 Months old RCMC is Rs. 9.15 lakhs per booth (9 sq.mtr. size)**
- **The last date for Submission of application with payment is 15.12.2026**

Interested Members are advised to confirm their participation at the earliest by submitting the application form along with the participation charges to secure their booth space.

The guidelines relating to the financial assistance under the Market Access Support (MAS) Schemes of the Export Promotion Mission (EPM) of the Central Government are available on https://www.trade.gov.in/pages/Market-access-Support and is currently available on the link (https://content.trade.gov.in/EPM-Scheme-Guidelines/Guidelines-for-Support-for-Market-Access-under-the-Export-Promotion-Mission.pdf). Members are further informed to read them carefully and check their eligibility.

Rush to book your booth by making the payment of participation charges ASAP.

5. Payment Mode:

a. Payment can be made through NEFT/RTGS to the following account:
BENEFICIARY: APPAREL EXPORT PROMOTION COUNCIL
SAVING A/C NO: 180401000031002
IFS CODE: IOBA0001804
BANK: INDIAN OVERSEAS BANK
ADDRESS: BRANCH – APPAREL HOUSE, SECTOR 44, INSTITUTIONAL AREA, GURUGRAM – 122003

b. Payment can alternatively be made through Demand Draft or Pay Order in favour of "Apparel Export Promotion Council" payable at Gurugram or New Delhi. The DD/PAY ORDER may be sent to **Mr. S. Hari Krishnan, Sr. Director** (EP Department), Apparel Export Promotion Council, Apparel House, Institutional Area, Sector-44, Gurugram-122003, Haryana, (India).

NOTE:

a) **No cheque payment will be accepted.**
b) **Please ensure to share the UTR Details in case of online payment, failing which your participation would not be considered even if payment is already made.**

6. Booth Packages: The following booth facilities shall be provided to the participating exhibitors.

- 9 sq.mtr. Stall
- 150 Hangers
- 16 Rods OR 16 Shelves (1 meter each)
- One round table and 3 chairs
- Name Fascia
- Carpet
- 6 Track light with power
- 4 Water bottles per day
- Dustbin
- Laptop charging point

Note: Additional displays items are available for rental if required.

7. Guidelines for allotment of the booths:

i. Only those who have paid the full participation fee will be allotted the booth through Draw-of-Lots.
ii. No changes/exchange of booths will be allowed, once the allotment done.
iii. The decision of Chairman-EP (AEPC) / Chairman (AEPC) would be final and binding in case of any dispute.
iv. Per company only two visa recommendation / invitation letters will be issued.

8. Waitlist:

In case, applications are over-subscribed, a waitlist will be maintained, which would be considered on FCFS basis. Applicants are advised to ensure that they possess will obtain necessary visa to enter USA.

9. Withdrawal Terms & Conditions :

Terms & conditions for withdrawal will be as follows:

- Standard cancellation : – A forfeiture of Rs. 25,000/- + GST will be charged on withdrawal before the Draw of Lots.
- Cancellation between 30.12.2026 – 20.01.2027 :-Additional penalty of Rs. 72,750/- will be forfeited apart from Standard cancellation charges. The remaining balance will be rolled over to the August, 2027 event (one-time only). Any difference in booth pricing must be paid by the exhibitor. The exhibitor must also pay the full insurance cost for the August, 2027 event.
- Cancellation after 20.01.2027 :- The full participation charges will be forfeited. No refund or rollover will be permitted.

10. Issuance of Visa Invitation Letter by the Fair Authority –

Visa Invitation Letters will be issued to exhibitors under the following conditions :

- Visa Invitation Letters will only be provided to exhibitors who have paid full payment and have entered into the contract with the fair authority. No cancellations will be permitted once this condition is met.
- The exhibitor must submit a copy of their US Embassy appointment letter. The appointment must be scheduled at least 30 days prior to the start of the show.

11. Application form:

The application form (with Annexure-I) is enclosed herewith for your ready reference. The application may also be downloaded from AEPC's website **www.aepcindia.com**

Interested members may also apply using following link :
https://aepcindia.com/exhibitor-registration/

12. For seeking more details, please contact:-

1. Mr. S. Hari Krishnan, Sr. Director (EP Department) Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugram -122 003 (Haryana) India Tel:+91 0124-2708108 (D) **Mobile** No.+91 9560472244 E-mail: shari@aepcindia.com
2. Mrs. Neelam Seth, Joint Director (EP Department) Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugram -122 003 (Haryana) India **Tel** : +91 124 2708177 (D), **Mobile No** : +91 9810505165 / **Email** : nseth@aepcindia.com
3. Mrs. Savita Taneja, Assistant Director (EP Department) Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugram -122 003 (Haryana) India, Tel.: +91 124 2708135(D), **Mobile No**.: 9654751745, **E mail:** savita.aepc@gmail.com

You are requested to kindly send duly filled in application form with participation fee by way of Demand Draft/Pay Order/NEFT/RTGS in favour of **"APPAREL EXPORT PROMOTION COUNCIL" GURUGRAM**.

Similarly, exporters located at Mumbai, Ludhiana, Jaipur, Kolkata, Tirupur, Chennai and Bangalore may deposit the DD/Pay order at Local AEPC offices also. All others may send the Demand Draft/Pay Orders to Gurugram office.

By making payment towards the participation, the participants hereby undertake to comply with all applicable laws, rules, and regulations governing their participation in the fair, as well as the laws of the host country. Participants shall be solely responsible for their actions and omissions, and shall indemnify and hold harmless the Apparel Export Promotion Council (AEPC) against any claims, damages, or liabilities arising from their participation in the fair.

The exporters must ensure to submit Feedback Form duly filled in to the AEPC representative on the last date of the fair at venue.

Yours Sincerely,

Mithileshwar Thakur
Secretary General

Enclosure: Application Form

APPLICATION FORM
Sourcing by Informa, Las Vegas, USA (16 - 18February, 2027)

(Application should be on the company's letterhead)

1.	Company's Name	:
2.	Name of the Contact Person	:
3.	Designation	:
4.	Mobile Number	:
5.	Address with PIN No.	:
6.	City	:
7.	Telephone Number	:
8.	E-mail ID	:
9.	Website of Company	:
10.	RCMC No. & Date	: RCMC No._____Date_____
	(Renewal fee paid 2026-27) Please Tick	: Yes / No
11.	IEC Number	:
12.	PAN Number	:
13.	TAN Number	:
14.	GST Number	:
15.	CIN Number (required for only Pvt. Ltd. Companies)	:
16.	Status of Company (Please Tick)	: Partnership
		: Proprietorship
		: Pvt. Ltd. Company
		: Ltd. Company
		: LLP
17.	Type of Company (Please Tick)	: Manufacturer
		: Merchant Exporter
		: Merchant cum Manufacturer

18. Whether belongs to MSME (Please Tick) :Yes / No

19. Name of Participant (Director / Partner / Prop. / Regular Officer at Sr. Level) with DIN Number :
:

20. Whether belongs to (Please Tick) : SC/ST

: GENERAL

: Woman

21. Export Performance during the last three years :

2025 – 26	
2024 – 25	
2023 – 24	

22. HS Codes in respect of the products being promoted/marketed by exhibitor :
(at least 6 HS Codes should be given)

S.N.	**HS Code (6 digit level)**	**Product description**
1		
2		
3		
4		
5		
6		

23. Main items of production :

24. Mention segment Knitted/Woven :

25. Present production capacity : _____pcs. per month

: _____ No. of Machines

26. Major brands & Fashion labels :

27. Major Countries of Exports :

28. Have you exported to USA before : YES / NO

29.	Export performance to USA for the last three years	2025 - 26	
		2024 – 25	
		2023 – 24	

30. Sustainability Certifications : ……..

: ……

31. Please fill up the details of the Visiting Representative in the following format:

1	Name as appearing in Passport		
2	Passport Number		
3	Date of Issue		
4	Date of Expiry		
5	Date of Birth		
6	Place of Issue		
7	Whether has valid USA visa	YES / NO	YES / NO

32. Have you participated in the same event previously with AEPC or any other Council / Organization (with MAI Support) ?

If Yes, Year (s) _____ Number of Times _____

33. Have you participated in any other event under MAI assistance in 2025 - 26 with AEPC or other EPC's/Commodity Board/ Trade Bodies?

YES	**NO**

If yes, please give details:

S.N.	Name of the Event/Country	Date of event	Name of the EPC's/Commodity Board/ Trade Bodies
1.			
2.			

3.			

Disclaimer: As Annexure – I (It's mandatory to fill up and be attach with the application form as it's a part of application form).

34. Participants Charges: Pay order/ DD for Rs. _____ drawn on

_____ payable at Gurugram / New Delhi

OR (in case of online payment)

UTR Details : NEFT/RTGS No……..for Rs……..

Date……. Name of Bank……

If TDS is deducted, please mention its %age …… & amount of deduction Rs……..

This is to certify that all information provided by me is correct to the best my knowledge and agree to abide by the same.

Date: -

Signature of Authorized Signatory_____

Name & Designation:_____

Company Seal : _____

Note:

1) **As per MAS guidelines, an exhibiting company/member can avail MAS assistance up to a maximum of three times (including past cases) for a particular event. Thereafter they shall not be eligible for the subsidy.**

2) **MAS subsidy will henceforth be provided to a member/company for a maximum of three MAS events in a financial year.**

Annexure - I

Disclaimer

1. The participation is on FIRST-CUM-FIRST SERVED (FCFS) till all booths are sold.
2. All participants who have paid the full participation fee in time would be considered for allotment of booths through draw of lot.
3. No change in the booths, once allotted would be entertained under any circumstances.
4. The decision of Chairman –EP (AEPC) /Chairman (AEPC) would be final and binding in case of any dispute.
5. The space allotted to the approved participants is to be exclusively used by them for display of their exhibits as approved by AEPC. Subletting of space is not permissible. Violation of this clause may lead to cancellation of space allotted, forfeiting of space rent, security, deposit and cancellation of grant etc., paid to AEPC and debarring the participation from the future participation in AEPC's events.
6. AEPC will not be responsible for the turnout of buyers/buying agents for any Exhibition/fair/show/BSM etc. AEPC will have no liability whatsoever for any kind of refund or payment in this regard.
7. MAS Assistance, if available, shall be permissible to regular director/ partner/proprietor / regular officer of the company on senior managerial position. Assistance would not be available to exporter of foreign nationality or holding foreign passport. **Non-MAS Exhibitor shall not be eligible for MAS reimbursement of airfare as well.**
8. The representative would come back to India after the Event/Fair is over and would submit the proof of his/her departure/arrival, wherever necessary.
9. The Council shall not be responsible for booking of hotels, clearance of samples at the customs, for getting VISA & on certain complementary services provided by AEPC and organizational inability of fair organizers & other service providers.
10. Participants will be required to furnish complete information on orders booked, enquiries generated etc., in the form of Feedback form after the fair which is required by the Ministry as you are entitled for the grant/subsidy.
11. In case of default of any payment due from the participants, AEPC reserves the right to debar them from participation in AEPC's International fairs and bring to the notice of appropriate authority.
12. AEPC retains the full discretion to cancel or withdraw its participation in the fair without prior notice or liability. In the event of such cancellation, AEPC shall not be held liable for any costs or losses incurred by participants as a result of this decision.

DECLARATION

We have studied the disclaimer for participation carefully and agree to abide by the same.

Date & Place :

Signature of Authorized Signatory_____

Name & Designation_____

Company Seal_____

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