



## APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

AEPC/HO/MAGIC/EP 2026-27

Dated : 06<sup>th</sup> April, 2026

### AEPC's PARTICIPATION IN "SOURCING AT MAGIC, LAS VEGAS, USA" (From 10 - 12 August, 2026)

Dear Member,

Apparel Export Promotion Council (AEPC) is participating in Sourcing at Magic Fair to be held from 10<sup>th</sup> to 12<sup>th</sup> August, 2026, which will take place in LAS VEGAS, USA.

#### **About Sourcing at Magic :**

MAGIC is the world's largest Apparel & Accessories Trade Show in North America. 65+ Countries and regions, 1100+ Exhibitors & More than 25000+ Attendees on the show floor, including a mix of buyers, influencers, stylists, industry experts, press and exhibitors.

**Sourcing at MAGIC** - dedicated to the contract manufacturing and private label business. Sourcing at MAGIC is destination for product development groups to find new trends, new niches and fashion "value added" and "commodity" vendors in one efficient, focused location during the largest apparel market week in the world. Sourcing at MAGIC will provide a convenient space for retail buyers, global importers, licensees and brands to meet and conduct business with offshore manufacturers and construct suppliers from the international manufacturing countries.

Sourcing at MAGIC is the ultimate international business platform offering one-stop shopping for the entire apparel supply chain. Timed to coincide with MAGIC, manufacturers and component suppliers have the unique opportunity to connect with thousands of sourcing executives, designers, wholesalers, private label buyers and the top U.S. multi-unit retailers.

→ For More details about the Magic Show, please visit website : <https://www.sourcingatmagic.com>

#### **2. Schedule :**

The Sourcing at Magic 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 : 09<sup>th</sup> August, 2026 (Sunday)  
Fair Days : 10 - 12 August, 2026 (Monday - Wednesday)

#### **3. Why you should exhibit in Sourcing at Magic, USA ?**

USA has been a very attractive market for Indian Apparels. Main items of export to USA are - Men/Boys/Women's/Girls/Kids jerseys, pullovers, cardigans, waistcoats and similar articles of cotton, knitted or crocheted; trousers, bib and brace overall, breeches and shorts of cotton and synthetic fibres; T.shirts and shirts and singlets and other vests of textile material.

USA's import from India has increased in these past years. Import from India's in 2021 was 4490.7 USD mn., which increased to 5187.1 USD mn. in 2025. India captured a share of 5.1% approx. in 2021 which has now increased to 6.3% in 2025. At a category level according to 2025, Knitted RMG holds a much better acceptance in USA as compared to woven apparel.

[For more details about RMG Import into USA please click here](#)

#### 4. Participation Charges for exhibitors :

Participation Charges are as mentioned below :

WITHOUT MAI/MAS	Participation Charges
Cost per booth (size : 9 sqm.) Actual	Rs. 8,50,000 /-
Early Bird Discount ( - ) Rs. 15,000/- If payment is made on or before 30 <sup>th</sup> April, 2026	Rs. 8,35,000/-
WITH MAI/MAS	
Cost per booth (size : 9 sqm.)	Rs. 6,25,000/-
Early Bird Discount ( - ) Rs. 15,000/- If payment is made on or before 30 <sup>th</sup> April, 2026	Rs. 6,10,000/-
<i>The participation charges do not cover airfare, hotel expenses, or any other personal costs (such as logistics), including the transportation of display materials and other related expenses, which are the responsibility of the exhibitor.</i>	
<i>The applicants, who fail to make full payment of participation charges, will not be considered for allotment of booth.</i>	
<b>Additional Charges Rs. 15,000/- for the Corner Booth (Subject to Availability of booth)</b>	

**The above price is tentative and subject to the availability of MAS/MAI Grant only. In case the grant is not available as expected, the balance amount will be recovered by the Council from the participants.**

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

#### 5. Eligibility for financial assistance under Market Access Initiative (MAI) / Market Access Support (MAS) scheme:

The Apparel Export Promotion Council has submitted a proposal to the concerned Ministry, requesting the MAI / MAS Grant for participation in the Sourcing at Magic, USA. **The Ministry's decision on our proposal is awaited and cannot be considered approved unless confirmed in writing.**

#### 6. The deadline for submitting the application along with payment is 12<sup>th</sup> May, 2026.

#### 7. Payment Mode:

a. Payment can also 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. Demand Draft or Pay Order in the name of "Apparel Export Promotion Council" (payable at Gurugram or New Delhi) may be sent to **Mr. S. Hari Krishnan, Director** (EP Department), Apparel Export Promotion Council,

Apparel House, Institutional Area, Sector-44, Gurugram-122003, Haryana, (India) Tel: +91 124 2708108 (D), 2708000-003, Mobile: +91 95604 72244.

**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.**

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

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

*Note: Additional displays, advertising, branding, modified fascia, hangers, additional electrical installation and other services can be provided at additional cost.*

**9. Guidelines for allotment of the booths:**

- i. All participants who have paid the full participation fee on time would be considered for allotment of booths through draw of lot by AEPC.
- ii. No change in the booths, once allotted would be entertained under any circumstances.
- iii. The decision of Chairman-EP (AEPC) / Chairman (AEPC) would be final and binding in case of any dispute.
- iv. The participation is on **FIRST-CUM-FIRST SERVED (FCFS)** till all booths are sold and the allotment of stalls shall be done through draw of lot basis.

**10. 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. No request for refund will be entertained by AEPC if for any reason whatsoever visa is not granted.

**11. Withdrawal / Cancellation Terms & Conditions :**

Terms & conditions for withdrawal / Cancellation of participation will be as follows:

- Cancellation before 23.06.2026 : - A forfeiture of Rs. 25,000/- plus applicable GST will be charged.
- Cancellation between 23.06.2026 - 14.07.2026 :- A Minimum penalty of Rs. 72,000/- will be forfeited. The remaining balance will be rolled over to the February, 2027 event (one-time only).  
In case of cancellation due to visa issues, the participant must submit valid visa denial proof along with visa application letter. Failure to provide or verify these documents will result in no rollover credit.
- Credit rollover conditions : The one-time rollover credit is valid only for the February, 2027 event. Any difference in booth pricing must be paid by the exhibitor. The exhibitor must also pay the full insurance cost for the February, 2027 event.
- Cancellation after 14.07.2026 :- The full payment will be forfeited. No refund or rollover will be permitted.

**12. 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.

### 13. 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](http://www.aepcindia.com)

Interested members may also apply using following link :

<https://aepcindia.com/exhibitor-registration/>

### 14. For seeking more details, please contact:-

1. Mr. S. Hari Krishnan, 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](mailto: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](mailto: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" GURGAON.

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 maintain proper decorum and 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.

### Post show obligation of the participant

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

Yours Sincerely,

(Indra Vikram Singh)  
Dy. Secretary General

Enclosure: [Application Form](#)

**Disclaimer:** AEPC will not be responsible for the turnout of buyers/buying agents for any BSM/fair/show, etc. The Council will have no liability whatsoever for any kind of refund or payment in this regard. 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.