



The Sports Goods Export Promotion Council
1E / 6, Swami Ram Tirth Nagar, New Delhi – 110055
Phone – 011-23516183, Fax – 011-23632147
Email: mail@sgepc.in
Website: www.sportsgoodsindia.org , www.toysindia.in
CIN: U74900DL1958NPL002893

All Members of Council

Dear Sir / Madam,

We are pleased to inform you that Council is organizing participation in "Source Direct at ASD, at Las Vegas Convention Center, NV, USA", during July 31st to August 3rd, 2016 (Sunday- Wednesday) under MDA Scheme.

Members who are interested to participate in this fair, are requested to follow the below mentioned process.

- 1 Fill the SGEPC online application form by [Clicking here](#)
- 2 Send us an initial Deposit of Rs. 70,000/-
- 3 Send the Signed Terms & Condition form attached with this mail.

Last date for receipt of application by the Council is 8th June 2016

About Source Direct at ASD

SourceDirect at ASD is the premier wholesale trade show for sourcing professionals around the world. SourceDirect is the top destination for Importers, Distributors, Wholesale Manufacturers, and Product Development companies globally. Buyers who come to this trade show are looking for wholesale providers and contract manufacturers in order to source the products they need directly from the factory.

Products to be Exhibit

Performance – Active wear, Balls, Bats, Boards, Exercise, Gloves, Training Accessories, Yoga, Beach Accessories, Camping etc.

Toys – Games, Novelty, Plush, Toys etc.

The show also provides a one-stop platform for people involved in the licensing business (licensors, licensing agents, licensees and design professionals etc.) to feature, source and promote new properties & licensing-related services.

About MDA Grant

A MDA Grant of Rs. 1,50,000/- per company is permissible on Travel expenses by air, in economy excursion class fair and / or charges of the built up furnished stall.

Eligibility to avail MDA Grant

- 1 Participant Company should have completed 12 months membership with SGEPC.
- 2 Participants Company who has already participated three times in the same fair with MDA support is not eligible for grant.
- 3 Participants company should have minimum export turnover for the year 2015-16 of Rs. 5 Lacs and maximum for the same year 30 Crore.

We look forward to receiving your application at the earliest.

Regards,

Preeti Sharma
Officer Trade Promotion
The Sports Goods Export Promotion Council
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New Delhi-110 055
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Terms & Conditions for Participation in Source Direct at ASD, 2016

Sunday, 31st July to Wednesday, 3rd August 2016 (Las Vegas, USA)

1. The charges of participation, informed by the Council before the event are only estimated. The actual cost of participation is finalized only after the completion of the event and payment of all related bills. Any difference thus, in the charges of participation and expenditure incurred would be recovered / refunded by the Council after the event is over and all the related bills are received and paid.
2. Request for participation does not confirm the participation of the member in the event. The Council reserves the right to **reject** any application or **alter** the space requested by the applicant. The council also reserves the right to **change or modify** the stand area or stand location.
3. Request for participation received after the due date will be kept on waiting list and area will be allocated subject to availability. .
4. Request for participation without the filled application form and/or the booking amount and/or the signed Terms & Conditions is liable to be rejected.
5. In case of withdrawal of participation or non-participation in the event, the following conditions would be applicable :
 - a. Booking amount will be forfeited by the Council
 - b. Balance actual stand charges would be payable by the applicant
 - c. Any other charges related to the event would be payable by the applicant.
6. Payment Terms
 - 25% of the estimated cost of participation is payable along with application as booking amount by due date.
 - Balance 75% of the estimated cost of participation is payable by due date given in the allotment/ confirmation letter/ email.
 - In case, final payment is not received by due date, SGEPC reserves the right to allocate this area to any other member on the waiting list and all the conditions mentioned at point no. 5 (as above) will be applicable.
 - Applicants, who have withdrawn in the past, after allocation of space by SGEPC, are required to pay 100% of the estimated stall charges at the time of booking.

(Signature of the applicant with company stamp)

(Place & date)

7. The name of all the companies (who have been allocated stands) must be displayed prominently on the booth.
8. Visa recommendation letter will be issued by the council in favour of Directors / Partners / Proprietor / Permanent employees of the firm. The names for visa recommendation must be sent by participating firm on its letter head duly certified by authorized signatory of the firm, before due date. It will be the responsibility of the participating company to ensure that the names recommended by them are genuine persons required for manning the stand at respective exhibition / BSM. The necessary verification will be done by the council with respect to actual presence of such persons at the fair. In case of any complaint / reported misuse of this facility, suitable action shall be taken by the council including denial of the future recommendation letters.
9. Though every effort will be made by the Council to get invitation/visa recommendation letters from the authorities concerned, for facilitating issue of visas to the members participating in the fairs/BSMs, any member who is not able to participate in a fair/BSM on account of non-issuance of visa will have to pay the entire participation fee to the Council. Hence it is the responsibility of the member concerned to apply for the visa well in advance, considering the stringent visa regulations imposed by the foreign countries.
10. In case of events under MDA, completed MDA application form should be received by the Council at least 14 days (excluding the date of travel and the date of receipt of MDA application form by the Council) before the travel date for the event. In case of non-receipt or late receipt of MDA application form, the applicant would not be considered for MDA grant (wherever applicable).
11. In order to be eligible for grant, the participants would need to provide legible photocopy of passport highlighting the entries about departure from and arrival into India and also the event country visited along with air tickets. Assistance shall be permissible to one regular employee/director/partner/proprietor of the company. Assistance would not be available to exporter of foreign nationality or holding foreign passport.
12. We undertake that during our participation in Source Direct at ASD 2016, we would not indulge in any of the activities listed below:
 - Undercutting of prices competing with other Indian participants.
 - Soliciting buyers moving at the Indian stand, during the event
 - Any other activity detrimental to the interest of Industry as a whole
13. If I/ my representatives are found to be indulged in any of the activities listed above, we would be liable for the penal action by the Council/Govt.
14. All the conditions of event participation imposed by event organizers are binding on all participants.

I hereby agree to abide by the above stated Terms & Conditions.

(Signature of the applicant with company stamp)

(Place & date)