

The Sports Goods Export Promotion Council
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CIN: U74900DL1958NPL002893

December 14, 2021

SGEPC/EP/2021-22/VFSGT

To,

ALL MEMBERS OF THE COUNCIL

Sub: - Inviting Applications for Virtual Exhibition for Sports Goods and Toys

Dear Sir/ Ma'am,

After the successful first edition of the SGEPC Virtual Exhibition for Sports Goods and Toys in the month of February 2021, the SGEPC is once again organizing the virtual exhibition for its members. It has been decided to organize two virtual exhibitions, one for sports goods and another for toys. The virtual event for **Sports Goods will be held from February 14th to 18th, 2022** whereas the virtual event for **Toys will be held from March 7th to 11th, 2022**.

The application in any one of the events i.e., the virtual event for Sports Goods or Toys automatically qualifies you for a complimentary participation in the other. So, you are eligible to participate in two events by paying for one, with a single application.

These virtual exhibitions would be an opportunity for the members of the SGEPC (as an exhibitor) to reach out and to connect with the international buyers of their respective sector.

Why to participate in Virtual fair

1. These meetings are being organized for the members of the Council
2. The event provides a good opportunity to the members for displaying their products to the focused international buyers.
3. Access to quality and verified buyers from the comfort of their home or office
4. **A professional agency has been appointed to undertake following activities**
 - i. Anywhere any time the show will run on the website and will be accessed at web Brouwer and mobile application including IOS and android using innovative interactive technology creating user friendly 3D immersive virtual experience / environment.
 - ii. Seamless match making opportunity (Pre-scheduled / approved meetings).
 - iii. Opportunity to host company profile and product videos to enhance the experience of the buyers / sourcing.
 - iv. Chat and video conferencing facility
 - v. Private Meeting rooms, personalized schedules & Mobile App Support
5. The online platform is totally secured, and all data related to products and buyers will be visible only to the exhibitor. Online chats and meetings with buyers will also be totally secure and visible only to the exhibitor.

Cost of participation

This event is approved under MAI grant. The participation charges for this activity with MAI grant will be **Rs. 20,000/- per company per virtual booth.**

The application in any of the event i.e., the virtual event for Sports Goods or Toys automatically qualifies you for a complimentary participation in the other. So, you are eligible to participate in two events by paying just for one.

Payment Terms

- Rs. 20,000/- as cost of participation is payable along with application as booking amount by due date.

Application process

Interested members need to **fill just ONE** online application (link given below) and send us the booking amount latest **by December 20, 2021**, for participation in any of the fairs: -

1. Fill SGEPC Online Application Form by [CLICKING HERE](#)
2. Send us the booking amount i.e., Rs. 20,000/- (for NEFT / RTGS Bank details of SGEPC are given below).

Bank Details for payment by RTGS/NEFT

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

In case of payment made through RTGS/ NEFT, a confirmation email must be sent to SGEPC along with transaction details.

Best Regards,

Gautam Mehra
Joint Director