



APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

AEPC/HO/MAGIC/EP 2025 -26

Dated: 23rd December, 2025

AEPC's PARTICIPATION IN "SOURCING AT MAGIC, LAS VEGAS, USA"
(From 17 - 19 February, 2026)

(3rd extension of Early Bird Discount date from 23rd December 2025 to 15th January 2026)

Dear Member,

Apparel Export Promotion Council (AEPC) is participating in Sourcing at Magic Fair to be held from 17th to 19th February, 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 : 16th February, 2026 (Monday)
Fair Days : 17 - 19 February, 2026 (Tuesday - Thursday)

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.

RMG imports into the USA have increased in the last five years. USA's import from India has also increased in these past years. Import from India's in 2020 was 3201.6 USD mn., which increased to 4933.1 USD mn. in 2024. India captured a share of 4.5% approx. in 2020 which has now increased to 5.9% in 2024. At a category level according to 2024, 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 :

Particulars	Participation Charges (Rs.)
Cost per booth (size : 9 sqm.)	Rs. 805000/-
Early Bird Discount (if payment is made on or before 15th January, 2026)	(-) Rs. 10,000/- Rs.795000/-
After Early Bird Discount (if payment received after 15 th January, 2026,)	Rs 805000/-
<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>	

6. The deadline for submitting the application along with payment is 20th January, 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, 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 Terms & Conditions :

Terms & conditions for withdrawal will be as follows:

- **Pre-Draw of Lot Withdrawal :** If the exporter withdraws before the Draw of Lot, or prior to receiving the visa invitation letter from the fair authority or entering into a contract with the fair authority, a forfeiture of **Rs. 25,000/- + applicable GST** charges will apply.
- **Post-Draw of Lot Withdrawal :** If the exporter withdraws after the Draw of Lot, or after the visa invitation letter is issued by the fair authority or after entering into a contract with the fair authority, **100% forfeiture** of the amount paid will apply.

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

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
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. Mr. Sudhir Kumar, Dy. Director , EP Department, AEPC, Apparel Export Promotion Council, Apparel House, Institutional Area, Sector -44, Gurugram -122 003 (Haryana) India Tel.: +91 124 2708144(D), Mobile No.: 9911143988, E mail: sdahiya@aepcindia.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 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.