



APPAREL EXPORT PROMOTION COUNCIL, GURUGRAM

AEPC/HO/SOURCING BY INFORMA -NY/EP 2026-27

Dated: October 16, 2026

AEPC's PARTICIPATION IN "SOURCING BY INFORMA AT NEW YORK, USA" (From 7-9 February, 2027)

Dear Member,

Apparel Export Promotion Council (AEPC) is participating in Sourcing by Informa at New York Fair to be held from 7th to 9th February, 2027, which will take place in New York, USA.

1. About Sourcing BY Informa:

SOURCING by Informa is North America's leading in-person fashion resource, connecting manufacturers, fashion technology providers, and sustainable innovators with buyers, brands, and sourcing professionals to foster entrepreneurial empowerment through education, networking, and unlimited business opportunities across the global fashion industry.

70+ Countries and regions, 700+ Exhibitors & More than 10000+ Attendees on the show floor, including a mix of buyers, influencers, stylists, industry experts, press and exhibitors.

SOURCING by Informa connects global suppliers, manufacturers, brands, and buyers to create valuable business opportunities while addressing critical issues shaping the industry. Recognized as North America's premier sourcing platform, SOURCING by Informa provides an important marketplace for showcasing products, developing new business, achieving sales objectives, and building meaningful relationships within a thriving global sourcing community. The New York edition operates as a highly specialized and curated East Coast hub, with a strong focus on speed-to-market and low Minimum Order Quantities (MOQs). Its strategic location and carefully selected participants make it an important destination for businesses seeking efficient sourcing solutions and new international partnerships. The event is co-located with leading retail and fashion events, including COTERIE and MAGIC New York, at the Javits Center in New York City, USA. This creates a dynamic and concentrated business ecosystem that brings together manufacturers, suppliers, brands, retailers, buyers, and procurement professionals from around the world. The participating countries include Colombia, United States, Vietnam, Japan, China, India, Peru, Bangladesh, Cambodia, Turkey & Portugal.

For More details about the Sourcing by Informa, please visit website <https://www.sourcingatmagic.com>

2. Venue: Javits Center, New York, USA

Dates	Days
Set-up day : 6th February, 2027	(Saturday)
Fair Days : 07-09 February, 2027	(Sunday to Tuesday)

3. Why you should exhibit in Sourcing by Informa at New York, 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 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. 6,30,000/- per booth of 9 sqmtr valid till 15.11.2026

Participation charges per booth of size 9 sqmtr. with early bird discount of Rs. 15,000/- is available from 16.11.26 till 30 th November'26	*Rs. 6,50,000/-
Participation charges per booth of size 9 sqmtr. after 30 th November'26	Rs. 6,65,000/-
<i>The applicants, who fail to make full payment of participation charges, will not be considered for allotment of booth.</i>	
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. 9.00 lacs per booth (9sq. mtr. Size)
- The last date for submission of application with payment is 15.12.2026

Note:*The participation charges are based on the presumption that MAS/MAI support will be extended to AEPC by the Government. In case of non-availability of MAS benefit, the additional charges may be recoverable.

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 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:

- 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
- 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/PAYORDER 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: Each exhibitor booth will be 9 sqm./10'x10' in size and includes the following:

- 100 Top /Bottom Plastic Hangers
- *One (1) table and three (3) chairs*
- *Corner booth: 4 hanging bars/ shelves in one row*
- *Inline/ Regular booth: 7 hanging bars/shelves in one row*
- *Company name, booth number, logo, promotion graphics and Council branding on the poster*
- *Basic Carpet*
- *Two (2) ID signs*
- *8' high walls*
- *One (1) Track light (with 3 lights)*
- *One (1) Wastebasket*
- Laptop charging point (only during the fair days)

Note: Additional display items are available for rental if required

7. Guidelines for allotment of the booths:

- (i) **Only those who have paid the full participation charges 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 necessary visa to enter USA.

9. Withdrawal / Cancellation Terms & Conditions 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 15.12.2026– 10.01.2027:- Additional penalty of only Rs. 72,750/- will be forfeited apart from Standard cancellation charges. The remaining balance will be rolled over to the September 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 September, 2027 event.
- Cancellation after 10.01.2027:- 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 made 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. Mr.Sudhir Dahiya, Deputy Director (EP Department) Apparel Export Promotion Council, Apparel House, [Institutional Area, Sector -44, Gurugram -122 003 \(Haryana\) India](#) Tel : [+91 124 2708144](tel:+911242708144) (D), Mobile No : [+91 9911143988](tel:+919911143988) / Email : 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 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 the venue failing which airfare reimbursement would not be considered by the AEPC.

Yours Sincerely,

Jyoti Kaur
Additional 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.