

To, All member,

Subject: ASD/AMD TRADE SHOW, LAS VEGAS, SAND EXPO CENTER, (USA), 28 FEBRUARY – 03 MARCH 2010

Las Vegas is unique among U.S. cities, an internationally renowned major resort city for Shopping, Entertainment & Fine Dining, and Casino Center. Las Vegas, which bills itself as The Entertainment Capital of the World, is famous for the number of resorts associated entertainment. Las Vegas since the late 1980s has acquired another identity as a center for business, finance, transportation, and services; still the "Entertainment Capital of the World," It has actively and successfully cultivated a diversified economy

ASD/AMD TRADE SHOW a B2B Show, offers international manufacturers face-to-face access to the most desirable audience of buyers in the USA. More than 45 years, the ASD/AMD Trade Show, Las Vegas has been attracting key buyers looking to place orders in Houseware, Home Décor, Gifts & Giftsware, Leisure Goods, Fashion Accessories, Fashion Jewelry and General Merchandise. In the last concluded show in March 2009, more than 64,000 trade visitors visit the show. **It is a B2B and retail show, but it is not cash & carry show.**

BUYERS The major wholesalers attending ASD/ADM Las Vegas Gift Show continues to grow, and includes such leading gift companies Genz, Ferry Morse, Aurora World, Big Stuff, Direct Connection, Ohio Wholesale and Squire Boone Village, Hello Kitty, Precious Moments and many more.

The Council has planned to participate in the above show. Council invites applications from the members @ **Rs 28,500/- per sq. mtr (inclusive of service tax 10.30 % service tax)**. The applicant will pay additional 10% for a two side open stand. The stand will be available for minimum 9 sq. mtr. and is in hardwall booth package. The above charges include common display aid such as Two Chairs, One Table, Two arm lights, 2 Shelves, Electric Outlet, Carpet & Directory entry charges. However, the other expenses towards freight of goods, specific display aids, personal expenses airfare and hotel accommodation etc, are to be borne by the participants themselves.

The Council will provide necessary assistance to the participant (Chief Executive/ Partner/ Proprietor / Senior Level Officer only by way of issuance visa recommendation letter. EPCH will not be liable in case of visa denial by the concerned Embassy.

Interested Council Members may please forward their application along with a Demand Draft of Rs 1,50,000/- (One Lakh Fifty Thousand Only) in favor of **EXPORT PROMOTION COUNCIL FOR HANDICRAFTS** payable at New Delhi. The balance amount will be deposited after selection. The Council reserves the right to selection of participants. The complete application form alongwith demand draft should reach the Council's office before **04 December 2009**. Members may please note withdrawal after selection will not be allowed. The amount deposited by the participants towards their participation will be forfeited. Further, submission of application does not mean selection of participation in events.

Thanking you,

Yours sincerely

(R. K. VERMA)
Joint Director

N.B. The participants of the fair will be eligible for MDA grant subject to the Guidelines revised w.e.f. 01.04.2007. Maximum grant available for the fair Participation – Rs 1.50 lacs. For more information on MDA grant you may contact at 011-26130692 (direct) or E-mail at mda@epch.com

FACT SHEET

OF

**ASD/AMD TRADE SHOW, , LAS VEGAS, SAND EXPO CENTER, (USA), 28
FEBRUARY – 03 MARCH 2010**

NAME OF THE FAIR : **ASD/AMD TRADE SHOW**

DATE : **28 FEBRUARY – 03 MARCH 2010**

VENUE : **SAND EXPO CENTER,**

ORGANISER : **NIELSEN BUSINESS MEDIA**

VISITORS : **MORE THAN 64,000
(TRADE VISITORS).**

PRODUCT PROFILE : **HOUSEWARE
HOME DECOR
FASHION JEWELLERY
GIFTS & GIFTWARE
LEISURE GOODAS
GENERAL MERCHANDISE
ACCESSORIES AND MUCH MORE.**

SALE : **B2B SHOW & Retail Show**

SIZE OF STAND : **9 sq. mtr.**

CHARGES PER SQ. MTR. : **Rs 28,500/- (Inclusive of 10.30% service tax per sq.
mtr for built up stand Includes, Carpet, Two chairs, One
Table, 2 Shelves, 2 Arm Lights, Electric outlet.**

**LAST DATE FOR SUBMISSION
OF APPLICATION** : **04 December 2009**

Application Deadline: 04 December 2009

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03 MARCH 2010**

1 Name & Address of the Organization: _____

2 Telephone _____ Mobile No _____

3 Fax _____ E-mail _____

4 Website _____

5 Name and Designation of Person in-charge _____

6 Membership & Registration No _____

7 Space required: 9 sq. mtr. 12 sq. mtr 15 sq. mtr. 18 sq. mtr

8 Product to be displayed (Please select only one product category)

Handicrafts of Metal wares

Home Décor

Handicrafts of Wood ware

Interior Decoration

Handicrafts of Glassware

Christmas Decoratives

Interior Decorative

Fashion Jewellery & Accessories

Textile Products (Home Furnishing)

Other (Please Specify) _____

Most Important: Please enclose 02 (Two) High Resolution Photographs of the Product you would like to display in above show with the application.

9. Total Export Performance of Handicrafts items only:-

ITEMS	2006-07	2007-08	2008-09

10 Demand Draft No. _____ dated _____ Rs. _____ (_____)

11 I/we hereby accept the Rules & Regulations of participation in this Intl. Fair.

Place _____

Date _____

(SIGNATURE & SEAL)