

**TO ALL HON'BLE MEMBERS OF BGMEA****Subject: Participation in Sourcing at Magic (Physical event) in Las Vegas, USA**

Dear Sir,

We have the pleasure to inform you that the Sourcing at Magic (Physical Event) will be held from 13-15 February 2024 at Las Vegas convention Center, Las Vegas, USA and digital event will be held from 5 February – 5 April, 2024. SOURCING at MAGIC became the proud recipient of the prestigious Trade Show Executive (TSE) 2022-2023. This show will focused on the importance of displaying sustainable practice, supply chain management and compliance and the show can be a kickoff of a positive campaign of information that will lead to Bangladesh export growth. They also would like to promote Jute products from Bangladesh as part of the sustainable display. The upcoming Sourcing at Magic event is designed to cater to the growing market and connect buyers with manufacturers and suppliers of essential items such as spinning, weaving, textile machinery, denim, sportswear, and accessories. The three-day event will include a physical exhibition, B2B forum, product display, and a design studio. This makes it an ideal opportunity for apparel manufacturers looking to tap into a potential market. Interested participants are requested to contact directly to the show organizer. The detail information of the fair is mentioned below:

**Details of the Fair**

Exhibition Name	<b>Sourcing at Magic</b>
Date & Venue	13-15 February,2024 ( Physical) 05 February -05 April, 2024 (Virtual) Las Vegas convention Center, Las Vegas, USA
Booth Cost	USD 6850 + USD 300 (Insurance ) Total: USD 7150
Website	www.sourcingatmagic.com

**This is an information circular. If you feel interested in participating, you are requested to contact BGMEA directly. BGMEA shall not be liable for the refunding of stall fees and visa-related issues. For any queries, please contact with:**

Md. Shahriar Rahman, Deputy Secretary, BGMEA, Mobile: +88 01671-429218  
Sizan Mahmud Plabee, Executive, BGMEA, Mobile: +88 01727-656997

**Enclosed:**

1. Sourcing at Magic Form.
2. Event Brochure.

Thanking you,

  
**Md. Faizur Rahman**  
Secretary General

**EXHIBITING COMPANY INFO (REQUIRED FIELD)**

Exhibiting Company Name\* \_\_\_\_\_  
 Street\* \_\_\_\_\_  
 City\* \_\_\_\_\_ State\* \_\_\_\_\_ Zip/Postal Code\* \_\_\_\_\_ Country\* \_\_\_\_\_  
 Show Contact's Full Name\* \_\_\_\_\_ Title \_\_\_\_\_  
 Email\* \_\_\_\_\_ Phone\* \_\_\_\_\_  
 On-Site Emergency Contact's Full Name\* \_\_\_\_\_ Mobile\* \_\_\_\_\_ Email\* \_\_\_\_\_

**BILLING COMPANY INFO (REQUIRED FIELD)**

Same as Exhibiting Company info?  YES (if yes, this section is not required) Billing Company Name\* \_\_\_\_\_  
 Street\* \_\_\_\_\_  
 City\* \_\_\_\_\_ State\* \_\_\_\_\_ Zip/Postal Code\* \_\_\_\_\_ Country\* \_\_\_\_\_  
 Billing Contact's Full Name\* \_\_\_\_\_ Title \_\_\_\_\_  
 Email\* \_\_\_\_\_ Phone\* \_\_\_\_\_

OPTIONS	RATE	QTY	TOTAL
10' x 10' Studio Deluxe Package	\$ 6,850		
10' x 10' Raw Space	\$ 5,495		
Featured Exhibitor Listing	+ \$ 450		
Digital Profile (Included with participation)	+ \$ 0		
<b>EXHIBITOR INSURANCE</b> (SEE DETAILS THIS PAGE) PLEASE NOTE: This Exhibitor Insurance Fee will be credited back on your final invoice if a valid COI is provided by the deadline indicated. See details below.	+ \$ 300		
<b>PLEASE NOTE:</b> Fees listed here reflect a 3% discount from standard prices and apply only to payments made by check or wire transfer. International wire transfers are subject to a \$50 transfer fee.	<b>Total Order</b>		
	<b>50% Deposit Due Upon Invoice</b>		
	<b>Balance Due December 18, 2023</b>		

**NOTES & REQUESTS**

The following will be taken into account where feasible and cannot be regarded as a condition of participation:

**EARLY CONTRACT INCENTIVE**

Return this signed contract to your Sales Rep by **October 16, 2023** to enjoy a discount of **\$2 / sq. ft.** of each booth package purchased. No exceptions will be made for contracts received after this date.

**PAYMENT SCHEDULE**

A payment is due immediately upon receiving your invoice. Please refer to the invoice for remittance information and payment options. If exhibit space is licensed after any of the listed dates, the full amount corresponding to the most recently passed date is due at this time to secure participation. Failure to meet payment requirements will result in enforcement of Breach clause of Agreement. Exhibitor acknowledges that the exhibit space fees are non-refundable

and shall be payable by Exhibitor regardless of whether or not Exhibitor cancels or terminates this Agreement or actually participates in the Show. Please refer to the Terms & Conditions for complete terms governing Cancellation/Withdrawal or Reduction in Exhibit Space

**EXHIBITOR INSURANCE**

It is a condition of this contract that the Exhibiting Company has adequate General Liability insurance with a recognized insurer against personal injury, death and damages to and/or loss of property for not less than USD 1 million per occurrence or claim. To provide you with the standard limits and further additional covers, Show Management has arranged for the Exhibiting Company to be covered under its insurance program for a per-event

participation fee of \$300. The fee is pre-populated on this Agreement and will be billed with your initial invoice. If you have an up-to-date, valid Certificate Of Insurance (COI), please provide a copy with your signed contract. If submitted and approved before **February 6, 2024**, the Exhibitor Insurance Fee will be credited on your final invoice. Learn more: <https://www.clearslide.com/view/new/mail?iID=hCpRrvqgJ9WVv4vML6Np>

**AGREEMENT**

We understand that our Company will not participate in other concurrently held trade shows in Las Vegas, NV; if it is determined by Show Management, in its sole discretion, that an Exhibitor is participating in such a show, including by the use of a separate trade name, Show Management reserves the right to prevent an Exhibitor from setting up their Booth, to close a Booth during the Event and to cancel this Participation/Exhibit Space Contract without any liability to the Indemnitees as defined in this Participation/Exhibit Space Contract, and retain the full Participation Fee and Exhibit Space Fee as liquidated damages. Breach of this provision may result in your exclusion from future Show Management Events.

The Agreement formed incorporates (i) the terms and conditions set forth on this contract form and the Additional Terms and Conditions (accessible at [http://legal.fashionresource.com/TandCs\\_IEP](http://legal.fashionresource.com/TandCs_IEP) (collectively, "Terms and Conditions"); (ii) all additional standards, policies and directives ("Policies") published or provided by Show Management relating to the Show (collectively, the "Agreement").

Please sign and date this Agreement and send to Show Management to secure your space. Required deposit due IMMEDIATELY upon invoice receipt.



**SIGNATURE (AUTHORIZED BY EXHIBITING COMPANY)**

**DATE**

By signing this Agreement the Exhibiting Company agrees to the Show Agreement Terms and Conditions found in this Agreement. Any change in the Exhibiting Company's mailing address, show directory information, brand names or product listings must be requested in writing. By signing above the Exhibiting Company hereby affirmatively consents and agrees to receive (i) facsimile advertisements sent by or on behalf of Show Management to the facsimile number above; (ii) telephone solicitations initiated by or on behalf of Show Management and directed to the telephone number provided above; and (iii) commercial electronic mail messages sent by or on behalf of Show Management, its affiliates, lines of business and divisions.

**Please complete the following information EXACTLY as you would like it to appear in the show directory and website. Information MUST be complete in order to process your application, and for the opportunity to participate in our Matchmaking program.**

**SHOW DIRECTORY / WEBSITE INFORMATION (REQUIRED FIELD)**

<p><b>1. Exhibiting Company Information</b></p> <p>Exhibiting Company Name _____</p> <p>Exhibiting Company Address _____</p> <p>Address (continued) _____</p> <p>City _____ State / Province _____</p> <p>Zip / Post Code _____ Country _____</p> <p><b>2. Company Website</b> _____</p>	<p><b>3. Contact Information</b></p> <p>Sales Contact Name _____</p> <p>Position / Job Title _____</p> <p>Phone _____ Fax _____</p> <p>Email _____</p> <p><b>4. Marketing Contact Name:</b> _____</p> <p>Marketing Contact Email: _____</p>
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**MATCHMAKING INFORMATION**

<p><b>1. Country(s) of Origin (country of production only):</b></p> <p>Primary _____</p> <p>Other _____</p>	<p><b>2. U.S. Office / Distribution Center Information (if applicable):</b></p> <p>Company Name _____</p> <p>Sales Contact Name _____</p> <p>Sales Contact Phone _____</p> <p>Sales Contact Email _____</p>
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**COMPANY PROFILE**

<p>1. Year Business Launched _____</p> <p>2. Total Export Volume to the USA (in Dollars) \$ _____</p> <p>3. Number of Employees _____</p> <p>4. Production Capacity Per Month: (In Units) _____ (In Yards) _____</p> <p>5. Minimums: <input type="checkbox"/> Small (up to 600 pcs) <input type="checkbox"/> Medium (601 - 3,600 pcs) <input type="checkbox"/> Large (3,601 pcs or more)</p> <p>6. Ready Stock? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>7. White / Private Label? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>8. Turnaround Time in Days _____</p>	<p>9. Sampling ..... Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Vertical Operation ..... Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Design Capabilities ..... Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Fabric Quality Control ..... Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Embroidery Capabilities ..... Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Printing Capabilities ..... Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Storage Facilities ..... Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>ISO 9000 Certified ..... Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>WRAP Certified ..... Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>WRAP Certificate # _____</p> <p>Other Certification _____</p>
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**CUSTOMERS**

Finished Goods Manufacturer / Service Provider / Material Supplier (Fiber, Fabrics, Trimmings, Components, Print Design).

Please list customers you are doing business with in the U.S. and/or Europe in the past 1 year.

BRANDED MANUFACTURERS:

1. \_\_\_\_\_

2. \_\_\_\_\_

RETAIL STORES:

1. \_\_\_\_\_

2. \_\_\_\_\_

**SUSTAINABILITY**

SOURCING at MAGIC and FOOTWEAR SOURCING support the United Nations 17 Sustainable Development Goals. We will promote any factory exhibiting with us that has adopted best practice production techniques that drive sustainability.

1. Is your factory or business either of the following:

a. An apparel, footwear, or textile business that produces no unnecessary environmental harm? Yes  No

b. Has positive impact on the people and communities associated with its activities? Yes  No

2. Does your factory support The United Nations 17 Sustainable Development Goals? Yes  No

Please mark the categories and classifications that your company offers on the following pages.

For the best buyer matching results, please limit your selections to a maximum of 5.

FINISHED GOODS		FABRIC, TRIM & PACKAGING		SERVICES
<p><b>APPAREL MANUFACTURING</b></p> <input type="checkbox"/> Activewear <input type="checkbox"/> Blazers & Sport Coats <input type="checkbox"/> Bridal <input type="checkbox"/> Cashmere <input type="checkbox"/> Casual & Day Dresses <input type="checkbox"/> Children's <input type="checkbox"/> Coats & Jackets <input type="checkbox"/> Cocktail & Party Dresses <input type="checkbox"/> Dress Shirts <input type="checkbox"/> Evening & Formal Gowns <input type="checkbox"/> Jeans & Denim <input type="checkbox"/> Jumpsuits & Rompers <input type="checkbox"/> Kaftans & Cover-Ups <input type="checkbox"/> Leather <input type="checkbox"/> Leggings <input type="checkbox"/> Lingerie, Hosiery & Shapewear <input type="checkbox"/> Loungewear <input type="checkbox"/> Matching Sets <input type="checkbox"/> Maternity <input type="checkbox"/> Pajamas & Robes <input type="checkbox"/> Pants <input type="checkbox"/> Polos <input type="checkbox"/> PPE (Medical & Non-Medical) <input type="checkbox"/> Shirts & Blouses <input type="checkbox"/> Shorts <input type="checkbox"/> Skirts <input type="checkbox"/> Suits & Separates <input type="checkbox"/> Sweaters & Knits <input type="checkbox"/> Sweatshirts & Hoodies <input type="checkbox"/> Swimwear <input type="checkbox"/> T-Shirts <input type="checkbox"/> Tuxedos <input type="checkbox"/> Underwear & Undershirts <input type="checkbox"/> Uniforms/Workwear <input type="checkbox"/> Wearable Tech Apparel <input type="checkbox"/> Other _____	<p><b>ACCESSORIES MANUFACTURING</b></p> <input type="checkbox"/> Backpacks <input type="checkbox"/> Belts <input type="checkbox"/> Fashion Jewelry <input type="checkbox"/> Fine Jewelry <input type="checkbox"/> Gloves <input type="checkbox"/> Hair Accessories <input type="checkbox"/> Handbags <input type="checkbox"/> Hats <input type="checkbox"/> Luggage & Travel Bags <input type="checkbox"/> Scarves <input type="checkbox"/> Semi-Fine Jewelry <input type="checkbox"/> Shawls, Wraps & Capes <input type="checkbox"/> Small Leather Goods <input type="checkbox"/> Socks & Tights <input type="checkbox"/> Sunglasses & Eyewear <input type="checkbox"/> Technology Accessories <input type="checkbox"/> Ties & Pocket Squares <input type="checkbox"/> Wallets & Card Cases <input type="checkbox"/> Watches <input type="checkbox"/> Wearable Technology <input type="checkbox"/> Other _____	<p><b>FABRICS &amp; MATERIALS</b></p> <input type="checkbox"/> Cellulose Fabric (Bamboo, Rayon, Modal, Viscose, Tencel) <input type="checkbox"/> Chambray <input type="checkbox"/> Corduroy <input type="checkbox"/> Cotton & Cotton Blends <input type="checkbox"/> Denim <input type="checkbox"/> Exotic Skins <input type="checkbox"/> Faux Fur <input type="checkbox"/> Fiber & Yarn <input type="checkbox"/> Fleece <input type="checkbox"/> Genuine Fur <input type="checkbox"/> Hemp <input type="checkbox"/> Jacquards <input type="checkbox"/> Knit <input type="checkbox"/> Lace & Lace Trim <input type="checkbox"/> Leather & Suede <input type="checkbox"/> Linen <input type="checkbox"/> Natural & Organic <input type="checkbox"/> Novelties <input type="checkbox"/> Prints <input type="checkbox"/> Performance Tech & Active Fabric <input type="checkbox"/> Satin <input type="checkbox"/> Sheep Skin & Shearling <input type="checkbox"/> Silk <input type="checkbox"/> Synthetics (Polyester, Nylon, Acrylic, Blends) <input type="checkbox"/> Vegan Leather <input type="checkbox"/> Velvet & Velour <input type="checkbox"/> Wool <input type="checkbox"/> Woven <input type="checkbox"/> Other _____	<p><b>COMPONENTS &amp; TRIM</b></p> <input type="checkbox"/> Applique & Patches <input type="checkbox"/> Beads <input type="checkbox"/> Buttons <input type="checkbox"/> Cords, Tapes, Ribbons <input type="checkbox"/> Embroidery <input type="checkbox"/> Hardware (Buckles, Clips, Snaps, Closures) <input type="checkbox"/> Heat Transfers <input type="checkbox"/> RFID <input type="checkbox"/> Sequins <input type="checkbox"/> Wearable Tech Trim <input type="checkbox"/> Zippers <input type="checkbox"/> Other _____	<p><b>RETAIL &amp; PACKAGING SOLUTIONS</b></p> <input type="checkbox"/> Cloth Labels & Tags <input type="checkbox"/> Fabric Shopping Bags <input type="checkbox"/> Gift & Product Boxes <input type="checkbox"/> Gift Wrap & Ribbon <input type="checkbox"/> Hang Tags <input type="checkbox"/> Hangers <input type="checkbox"/> Other Retail Accessories <input type="checkbox"/> Paper Shopping Bags <input type="checkbox"/> Plastic Shopping Bags <input type="checkbox"/> Poly Bags <input type="checkbox"/> Printed Marketing Materials (Booklets, Business Cards) <input type="checkbox"/> Shipping Boxes <input type="checkbox"/> Shipping Materials & Cushioning <input type="checkbox"/> Stickers & Labels <input type="checkbox"/> Sustainable & Eco-friendly <input type="checkbox"/> Tissue Paper <input type="checkbox"/> Other _____
	<p><b>HOME GOODS MANUFACTURING</b></p> <input type="checkbox"/> Bathroom <input type="checkbox"/> Bedroom <input type="checkbox"/> Carpets & Rugs <input type="checkbox"/> Curtains <input type="checkbox"/> Handcrafted <input type="checkbox"/> Home Décor <input type="checkbox"/> Housewares <input type="checkbox"/> Kitchen <input type="checkbox"/> Lining <input type="checkbox"/> Outdoor <input type="checkbox"/> Pillows & Cushions <input type="checkbox"/> Shirting <input type="checkbox"/> Tablecloths & Napkins <input type="checkbox"/> Towels <input type="checkbox"/> Wall Coverings <input type="checkbox"/> Yarn Dye <input type="checkbox"/> Other _____			<p><b>SERVICE PROVIDER</b></p> <input type="checkbox"/> Associations <input type="checkbox"/> Color & Trend Services <input type="checkbox"/> Logistics (Fulfillment/ Freight/ <input type="checkbox"/> Consolidators/ Forwarders/Brokers) <input type="checkbox"/> Print/Graphic Design <input type="checkbox"/> Publications <input type="checkbox"/> Sourcing Agency/ Consultant <input type="checkbox"/> Testing Service/Quality Control <input type="checkbox"/> Other _____

# SOURCING at MAGIC

IT STARTS HERE >> 2024



# ENVISION A SMARTER FASHION FUTURE

LEADING INNOVATION IN  
FASHION TECHNOLOGY AND  
SUSTAINABILITY FOR THE GLOBAL  
FASHION INDUSTRY



## START ONLINE

SOURCING at MAGIC Online provides 24/7 digital access for manufacturers, suppliers, service providers, and buyers to connect. Buyers browse intuitively merchandised pages while our smart SalesMatch program provides you with new leads weekly.

### SOURCING AT MAGIC ONLINE:

February 5 - April 5



## CONTINUE IN-PERSON

Continue the conversation with buyers in Las Vegas, meet with new partners, attend live education panels, and more.

### LAS VEGAS CONVENTION CENTER:

February 13-15, 2024

August 19-21, 2024



# MAKING MEANINGFUL CONNECTIONS



## 10,800+ ATTENDEES

on the show floor including buyers, brands, exhibitors, influencers, and press.



## 40% NEW BUYERS

registered for SOURCING at MAGIC Las Vegas in 2023 with over 80% of buyers based in the U.S.



## CO-LOCATED EVENTS

including MAGIC and PROJECT Las Vegas that bring in nearly 26,200+ additional attendees in the trend and contemporary markets.



## 1,630+ EXHIBITORS

from over 30 countries and regions including manufacturers, fashion innovation and technology providers.

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## MEDIA COVERAGE & PARTNERS



The INTERLINE



WWD



mr

Forbes CALIFORNIA ApparelNews

RollingStone

HIGHNOBIETY



# ENHANCED DIGITAL NETWORKING

When you exhibit with SOURCING at MAGIC Las Vegas, you get complimentary access to thousands of retail buyers, brands, and sourcing professionals across our digital platform – SOURCING at MAGIC Online.

For two months – spanning before, during, and after the live event in Las Vegas – your profile will act as your virtual storefront where qualified buyers can browse your products, services, business capabilities, booth number, and more allowing for an omnichannel presence and more seamless connections.



## A GLANCE AT PLATFORM ACTIVITY DURING THE 3 DAY LAS VEGAS EVENT:

- 6,250+ profile views
- 470+ connections made
- 700+ showroom visits
- 320+ community posts



## AMPLIFYING DISCOVERY & CONNECTION IN MORE WAYS

- Find comprehensive resource libraries
- Access a growing country guide hub
- Post to the Community social stream to engage
- Tap into affordable in-platform digital ads





# TOP BUYING POWER

OVER 50% OF BUYERS ARE TOP DECISION MAKERS WITH TITLES:

Owner, Product Developer, Sourcing Manager, Production Manager, Senior Buyer, Associate Buyer, Designer, Creative Director, Operations Manager, and Marketing Director.





PREMIUM CONTENT:

# YEAR-ROUND EDUCATION

The SOURCING at MAGIC education series — considered a major benefit of attending for buyers — creates an opportunity for learning and connecting with like-minded professionals.



## SAMPLING OF PAST SESSIONS

- Humanizing Sustainability
- Scale Your Brand: Building A Technology Toolkit For Growth
- Intro to the Season FW 24/25 Season: Culture, Materials, &
- Circularity and Waste: The Future Vision for Design
- 321 Duty Free eFulfillment
- The New Era: Designing with Circularity in Mind



## 100+ EDUCATION SESSIONS & ACTIVATIONS

offered at SOURCING at MAGIC August 2023 in Las Vegas

*“[SOURCING at MAGIC has] a lot of the right speakers for the moment. [We talked about] Central America – and I think that by itself is the right topic. We are already doing X, Y, and Z, but maybe there’s an S and a T that I haven’t thought about.”*

DILLARD’S | Vice President of Product Development Operations



# THE GLOBAL FASHION COMMUNITY

Over 1,630 exhibitors showcased their products and services on the show floor this August 2023. This season over 75 countries and regions and all 50 United States were represented by exhibitors and buyers in Las Vegas. Top countries are highlighted above.

# TOP BUYER FOCUS: SUSTAINABILITY

Ethical practices, sustainable alternatives, and social good practices are top-of-mind for the fashion industry at large.



## BECOME A VERIFIED EXHIBITOR

- Hey Social Good, our official partner, verifies exhibitors using over 200 data points aligned with the **United Nations 17 Sustainable Development Goals (SDGs)**
- Join this exclusive group of ‘verified’ exhibitors to increase visibility and network with likeminded partners
- The process evaluates and awards ‘badges’ based on sustainable, give-back, ethical, and social good practices



## BENEFIT FROM YOUR RANKING

- Sustainability verification fees will be **waived** for the upcoming February 2024 event
- Verified exhibitors are featured in the Sustainability Gallery in Las Vegas and Online
- Buyers feel more confident writing orders with verified sustainable exhibitors

READ INSIGHTS ON SUSTAINABILITY NOW – PRODUCED IN PARTNERSHIP WITH INDUSTRY EXPERTS:



“SOURCING at MAGIC is always unique for me, and I’ve been coming here a very long time. This time I found a lot of social give back opportunities... so that was great for our company since we’ve been looking to give back. Plus, the big push for sustainability was here and you had a lot of options for sustainability, so that made it easier for me as well.”

DOMINISII | CEO | VIP ATTENDING BUYER

# TOP BUYER FOCUS: NEARSHORING

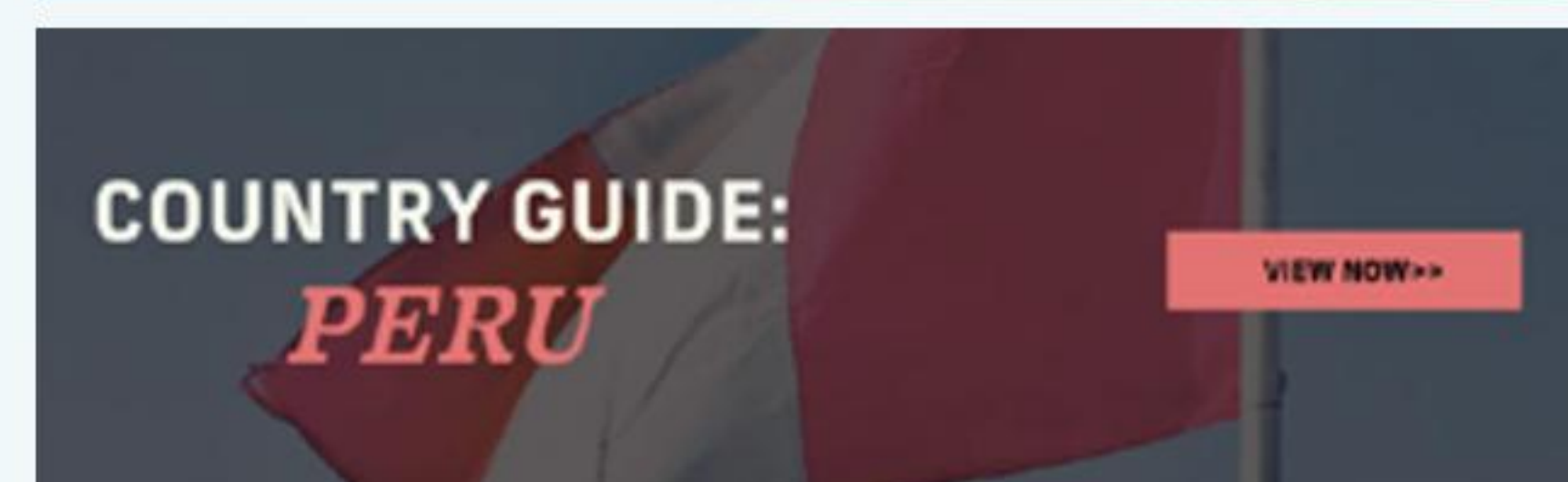
Market demands are at an all-time high for transferring business operations to the U.S. or nearby countries.



## THE SOLUTIONS NEARSHORING & RESHORING OFFER TO BUYERS

- Reduction of shipping lead time of goods when proximity is closer for vessel or air transport
- More sustainable solution reducing carbon footprint
- Travel to visit factories and oversee production is more convenient being only a few hours from the U.S.
- Lower minimums
- Duty-free in some cases depending on country of origin
- Wide array of quality fashion apparel, accessories, footwear, and home products
- Improved communication and customer service from being within the same or similar timezones

## REVIEW & SHARE OUR COUNTRY GUIDES



“SOURCING at MAGIC is the key show to be at especially nowadays that we have this window of opportunity of clients looking for the Americas. Every country has their own advantages. It’s a matter of finding that niche and those categories in which you can be competitive. I would [say to] any company in Central and South America to take advantage of this market. There’s a lot of opportunities. The U.S. represents 40% of our exports from Colombia, followed by Mexico and Ecuador. I think [SOURCING at MAGIC] is the place to be if you are looking for sourcing clients in this market.”

PROCOLOMBIA | SENIOR TEXTILE AND APPAREL REP.

# TOP BUYER FOCUS: TECHNOLOGY

*Innovation starts here. Put your technology and solutions directly into the hands of fashion industry decision makers.*



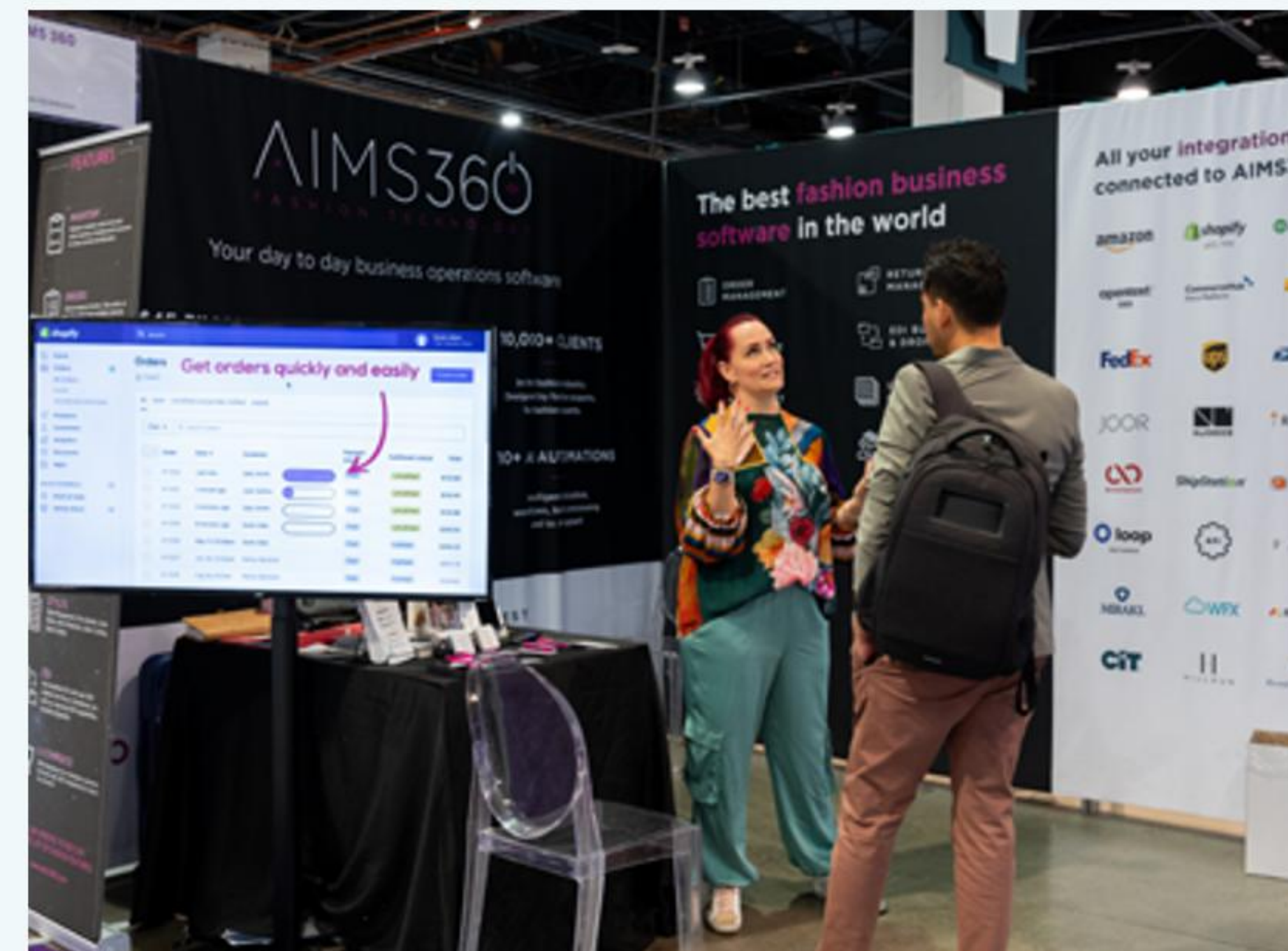
## OVER 80% OF ATTENDEES REPORTED A NEED FOR NEW TECHNOLOGY SOLUTIONS

- Popular technology categories include:
  - 3D & Digital Product Creation
  - AI & Auditing Software
  - Product Lifecycle Management
  - Inventory Optimization
- Amplify your company to a domestic and international audience through sponsorships and marketing
- SOURCING at MAGIC is co-located with leading fashion events MAGIC and PROJECT Las Vegas, providing an opportunity to network with the entire supply chain from fashion brands, buyers, press, and influencers



## JOIN THE FASHION TECH HUB

- Be a part of the Fashion Tech Community – a highly sought-after curation of the leading innovators in the fashion technology sector.
- Demonstrate your capabilities to an engaged audience looking to maximize efficiency and productivity in the product development process.



“The Fashion Tech Hub was very informative for me because that’s pretty much what I do [as the director of product development]. The software that they had set up that showed how you integrate your tech packs – I think that makes a designer’s job easier... A lot of people are afraid of AI coming in...but I think it’s going to work well within the fashion industry. I think it’s going to speed the process up. I’m looking forward to it actually.”

DOMINISII | DIRECTOR OF PRODUCT DEVELOPMENT | VIP ATTENDING BUYER

# YOUR 2024 EVENT PACKAGES



## PHYSICAL BOOTH & DIGITAL PROFILE

- Buyers can browse products online before, during, and after the live event
- Meet face-to-face with buyers in Las Vegas in a live event format
- Benefit from in-person education, networking, and experiences plus all online features



## HYBRID: PHYSICAL SAMPLES & DIGITAL PROFILE

- No travel necessary - send us your samples to be displayed in a fully-staffed, showroom-style booth at live events
- Buyers will scan a QR code on-site to access your digital profile and then continue to browse online for two months
- Schedule virtual meetings with prospects during live events



## DIGITAL PROFILE ONLY: SOURCING AT MAGIC ONLINE

- Display your products on SOURCING at MAGIC Online's platform for two months
- Connect with buyers digitally through SalesMatch, our AI-powered matchmaking program



TAKE THE NEXT STEP:

# MAXIMIZE YOUR EXPERIENCE

## ① SECURE EVENT PACKAGE

Sign and return your event contracts to confirm participation in the Las Vegas event and/or SOURCING at MAGIC Online.

## ② SET-UP YOUR PROFILE

Create a digital profile that speaks to your company's story and attracts new buyers. Tip: include dynamic content like videos and photos paired with your full inventory of products and offerings to get paired with new business leads using our SalesMatch matchmaking technology.

## ③ INCREASE YOUR PRESENCE

Host a happy hour in your booth, put your branding on on-site water stations, advertise on the online platform, sponsor a show floor lounge area, or upgrade to a featured listing. Pricing varies and is available upon request.

[Explore more sponsorships »](#)



# MEET THE TEAM

Our team will help you select the right event package for your company allowing you to connect with the industry in Las Vegas and online throughout the year.

 @sourcingatmagic

 facebook.com/sourcingatmagic

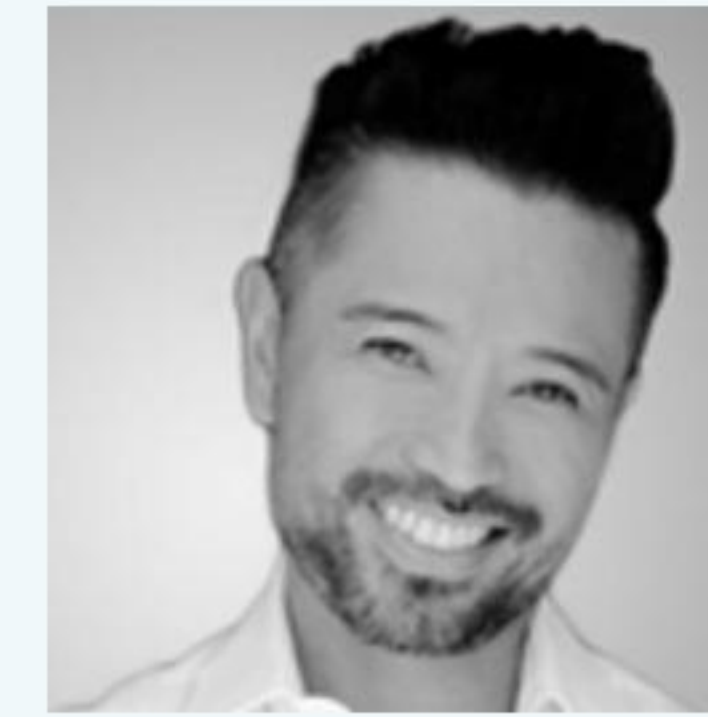
 linkedin.com/company/sourcingatmagic

 support@sourcingatmagic.com



## KELLY HELFMAN

President  
Informa Markets Fashion  
Kelly.Helfman@informa.com



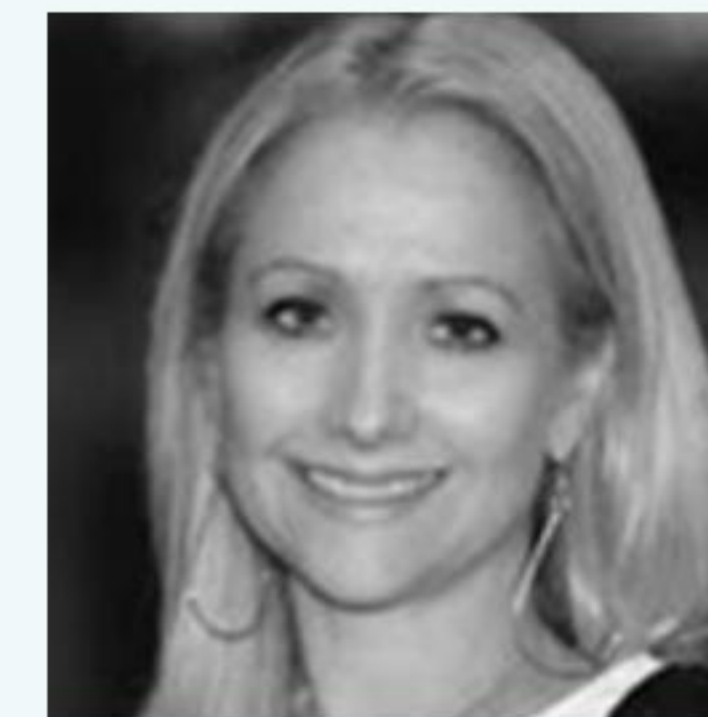
## ANDREU DAVID

Vice President  
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## JESSIE ZHANG

Sales Director  
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## TRISH CONCANNON

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Patricia.Concannon@informa.com



## BOB BERG

Sales Director  
SOURCING at MAGIC  
Bob.Berg@informa.com



## ASHLEY MCPHERSON

Buyer Relations Specialist  
SOURCING at MAGIC  
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## MIKE HENNESSY

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