



कालीन निर्यात संवर्धन परिषद CARPET EXPORT PROMOTION COUNCIL

(Set up by Ministry of Textiles, Govt of India)

Registered Office: Shree Jee Complex, Shop No T3, Sharma Market, Harola, NOIDA, (U.P.)

Working Office: 2nd Floor, Rajiv Gandhi Handicrafts Bhawan, Baba Kharak Singh Marg, New Delhi – 110001

Tel.: +91-11-23364716, 23364717, **Website:** www.cepc.co.in, **E-Mail :** info@cepc.co.in

Regional Office: Bypass Road, Hariyawan, Bhadohi, Uttar Pradesh - 221401

Regional Office: IICT Campus, Baghi Ali Mardan Khan, Nowshera, Srinagar - 190011 (J & K)

Website of Ministry of Textiles: www.texmin.nic.in

SANJAY KUMAR

Executive Director-cum-Secretary

No.CEPC/SEC./NY NOW /USA /2019/

Dated: 6th December 2020

To,

All member of the Council

Subject: - NY Now in New York (USA) from 1st Feb to 4th Feb 2020

Dear Sirs,

The Carpet Export Promotion Council invites applications from registered member-exporters of this Council for their **participation in NY Now at Jacob K. Javits Centre, New York, USA from 1st February to 4th February 2020**. NY Now USA is the most successful event of America where exhibitors showcase the design-driven handmade product at this leading Market for contemporary design and sophistication-across home, lifestyle, and handmade products

This fair thus provides an opportunity for Indian Carpet exporters to establish direct contact with professional trade buyers at the exhibition. It is expected that Indian carpet exporters may receive a good response from their participation in this exhibition.

Special Promo Package for India Pavilion

1. Pre-show:

- A dedicated webpage promoting pre-show brands
- Buyer relations: telemarketing efforts to invite importers to a meet and greet networking-breakfast – to be hosted by NY NOW in the **River Pavilion** Sunday morning and Monday morning

2. Publicity

- Push out 2 press releases on India Pavilion behalf

- Access to be considered to participate in the Fashion Runway
- Opportunity to be featured in NY NOW collateral and social Direct mail targeting importers

3. On-site Branding:

- Signage around registration area promoting Carpets From India
- Host happy hour at India Pavilion
- Host wine bar tastings to attract
- Add a social media lounge with a daily sweepstakes[Prizes] in the River Pavilion
- Dedicated 4 social post each day of the show
- Demo area for Indian food or artisan highlighting their brands
- Participation in the onsite display areas on the concourse that drive traffic to the booths

NY NOW will host the Super Bowl party in the River Pavilion starting at 6 pm

Interested member-exporters may visit upcoming events section on CEPC website (www.cepc.co.in) and fill the form along-with RTGS of **Rs.3,05,000/- towards facilitation charges for 12 sq.m. Built-up stand latest by 31st December 2019. The stalls will be allotted on the basis of first come first basis in case the applicants exceed the number of booths available.**

Special Attraction: 5% discount will be given on early booking upto 20th December 2019

RTGS Details are given below:-

Name of Beneficiary : **Carpet Export Promotion Council**
Current Account No. : **091902000000494**
Bank : **Indian Overseas Bank,**
IFS Code : **IOBA0000919**

Request for withdrawal and refund of facilitation charges will not be considered.

We would also like to inform that the Council reserves the right to accept/reject any of the application and the decision of the Council in this regard will be final and binding upon all members of the Council. The council will be organizing the activity on receipt of sufficient number of participants.

Yours faithfully,

(Sanjay Kumar)
 Executive Director-cum-Secretary

*Members are getting 12 sq m booth Subsidized by
Government of India*

For only

On Rs 3.05 Lakhs

(3.05-1.00 = 2.05 lakhs net)

Early Booking Discount 5% up to 20th Dec = 2.90 lakhs

DO NOT MISS Assured Business Opportunities

***You will get up 1.0 Lakh rupees reimbursement for your
airtravel for Economy Class Ticket.***