

MAGIC

MAGIC Marketplace

No	Content	Description
01	Fair Name	Magic Las Vegas, Nevada
02	Location	Las Vegas Convention Center 3150 Paradise Road 89109 Las Vegas, Nevada, USA Tel: +1 (7)02 8920711 Fax: +1 (7)02 8922824
03	Overview	The Magic is the preeminent trade event in the international fashion industry, hosting global buyers and sellers of men's, women's and children's apparel, footwear, accessories and sourcing resources. As an incubator of fashion, MAGIC is where new trends surface and develop into what will be seen on the consumer. The show's goal is to connect and inspire the fashion community, fuse diverse trends, while offering unbeatable service to its customers.
04	Date	13 February 2012- 15 February 2012
05	Frequency	Biannually
06	Main Product Of Relevant To Sri Lankan Exporter	Apparel (children's clothing, jackets, ladies clothing, men's clothing, pants, shirts, shoes, sweaters)
07	Dead Line Of Application	
08	Exhibitors And Visitors	4000 exhibitors over 100,000 visitors
09	Entrance Fee	
10	Stall Cost	
11	Why important to the Sri Lanka	The Sourcing At Magic Exhibition which is co located with several different sections at the Magic Market place international Fashion Exhibition, is a premier trade event in North America for the supply side of the Apparel Industry. Magic Market Place is bi annual event with over 400 exhibitors representing over 20,000 apparel product lines and over 100,000 attendees. According to the organizers, the last Sourcing At Magic Exhibition had over 400 exhibitors from over 30 countries including leading Asian Apparel exporting nations of China, India, Pakistan and Bangladesh.
12	Organization Person	

	(Sponsor)	
13	Fair Organizer	Advanstar Communications Inc. 6200 Canoga Ave, 2nd Floor CA 91367 Woodland Hills, USA Tel: +1 (8)18 5935000 Fax: +1 (8)18 593502 info@advanstar.com web.advanstar.com
14	Contact Person in EDB	Ms. Sepali Jayawardene, Deputy Director, Market Development Division, (TEL : 2300726)