

# ASAP Show Report

## February 11-14, 2008

All major apparel industry production managers and sourcing personnel are attending the ASAP Show to meet new factories and develop relationships.

The thirteenth bi-annual ASAP Global Sourcing Show was held at the Las Vegas Venetian Hotel, February 11-14, 2008. There were more than 80 leading full-package apparel factory representatives exhibiting from over 13 countries. The goal of the ASAP Show is to bring hundreds of choices together so that buyers can source their apparel production needs in an efficient manner.

### **The World's Longest Running Garment & Textile Sourcing Show**

The reason ASAP Show is the world's longest running sourcing show is because...

- ASAP has the largest number of loyal exhibitors – over 80.
- ASAP has a diversified representation of countries – Bangladesh, China, Honduras, Hong Kong, India, Korea, Macao, Pakistan, Sri Lanka, Taiwan, USA, Vietnam, and more.
- ASAP Show offers complete solutions for global trade – Educational Seminars, financial assistance through Letters of Credit, Global Logistics, and quality assurance inspection, verification and certification programs.
- ASAP has exclusive Match Making Sessions – private, pre-arranged meetings between qualified factories and buyers in an exclusive buyers lounge.
- ASAP is the only sourcing show with exhibitors reporting more than \$30 million dollars of sourcing transactions transpiring at the show; and \$80 million



dollars of transactions in the months between shows.

- ASAP is endorsed by dozens of overseas Governments who see the ASAP Show as the premier venue for their country to exhibit through.

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## Fashion Show For the ECO Minded

[www.globalecoshow.com](http://www.globalecoshow.com)



Outfits and looks created by ECO Show exhibitors lit up the runway at the ASAP Show. The Fashion Show helped to connect green and conventional buyers with eco and health suppliers and to explain to conventional retailers why to go green...in an extraordinarily fashionable way!

The Global ECO Trade Show is a one-of-a-kind wholesale show, focused on earth-friendly fashionable clothing designs, textile products and ECO information.



### ATTENDEES

Attendees to the February 2008 ASAP Show well exceeded 2,300 – a significant increase from the August 2008 show. The increase is quite simple: The ASAP Show has branded itself as the premiere global apparel sourcing show. ASAP is not a regional show; it is a global sourcing show with factories from dozens of countries exhibiting for attendees to see. Buyers find that their time is best spent attending the ASAP Show because the show is strictly focused on Sourcing; and the quality of exhibitors represents the top three percentage of each country. The following bullets are the keys that separate ASAP from any other trade show in the industry:

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- Notified buyers such as major retailers like Target, private manufacturers like Vanity Fair Corp, and world reknown brands like Perry Ellis and other qualified buyers attend the ASAP Show.
- VP's of Sourcing, Production and Manufacturing, Exhibitors from MAGIC, and other buyers are the key attendees to the ASAP Show.
- Attendees visit the ASAP Show to achieve their primary goals: Sourcing container-load orders with qualified factories. Attendees bring their own samples and specs to start immediate counter-sample productions and test orders.
- Attendee specifications include 80% representation from the U.S.; the additional buyers come from Europe, Canada, Japan, South and Central America.

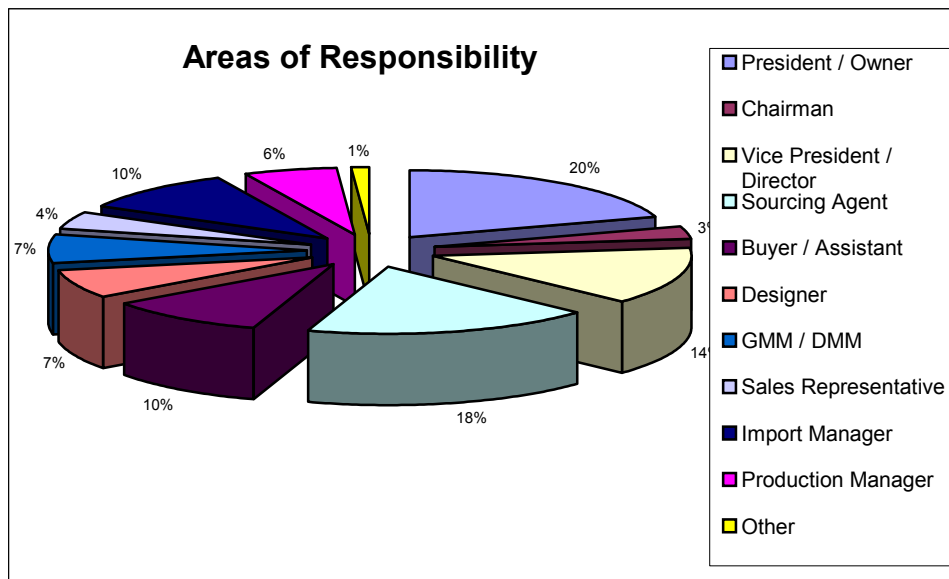


Areas of responsibilities by the attendees are as follows:

President	20%
Sourcing Executive	18%
Vice President/Director	14%
Buyer/Assistant	10%
Import Manager	10%
Designer	7%
GMM/DMM	7%
Production Manager	6%
Sales Representative	4%
Chairman	3%
Others	1%

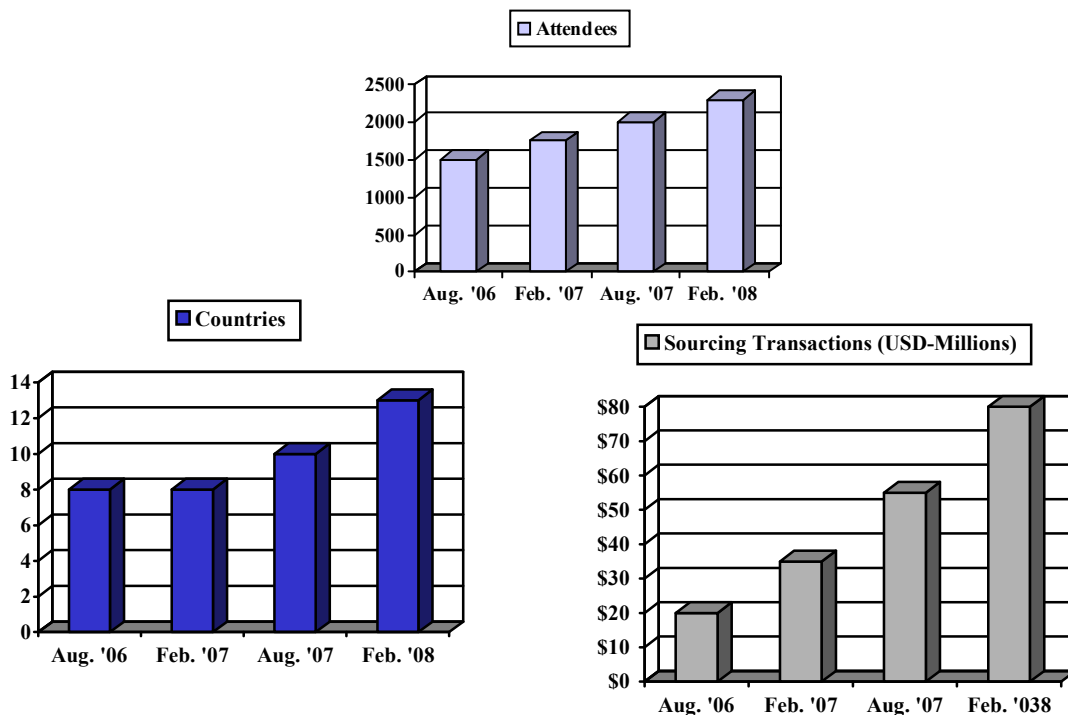
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Chart Data of Areas of Responsibilities by the Attendees



**SHOW STATISTICS**

The following graphs are representations of the last four ASAP Shows – clearly showing steady growth patterns.



### **Why do buyers enjoy attending the ASAP Show?**

- **Take-Home Value**  
ASAP's Educational Seminars have always been geared toward providing attendees with information that is ready for implementation. Sourcing is a difficult task... ASAP's goal is to make sourcing easier to understand, and more productive from start to finish. The last show's speakers included the following:
- **Follow-Up Services**  
The ASAP Show is unique because it is a sourcing specialty company organizing a sourcing show. Every senior manager of ASAP has more than 20 years of sourcing experience. If there are buyers with production requests before or after shows, ASAP can refer them to factories capable of meeting their sourcing needs.
- **Global Presence – 15 offices overseas – Think Globally, Act Locally**  
The Company has 15 offices over the world. Almost every factory represented at the ASAP Show has been visited by one of the company's overseas managers. This helps to ensure credibility of the factories, and helps to make buyers feel comfortable placing orders with solid factories.
- **Precise Match Making Sessions**  
ASAP has received hundreds of emails from buyers who have benefited from the correct placement with factories capable of meeting their sourcing needs. Management had Match Making Sessions all four days of the February 2008 ASAP Show and will continue this for the August 2008 show.



### **Exhibition Hall**

The ASAP Show was held in the Venetian Marco Polo Ballrooms and occupied approximately 32,000 square feet (3,000 sq. meters) of exhibition space at the Las Vegas Venetian Hotel Marco Polo Ballrooms. The prime location let us draw traffic from other shows such as PROJECT, OFF PRICE, MODA, MRKET, and CURVE

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### **EXHIBITORS SPEAK**

“We have been participating at ASAP show for the last 3 years consecutively and will do so for the next 3 years and more” said Manoj Suchde of Shilpa Creations Export, India

“The beauty of ASAP as compared to other Sourcing shows at the same time is their unique understanding of exhibitor & attendee needs and their capability to attract only serious and qualified buyers” said Mr. B. Baskaran of Eswari Knitting Works, India

“The atmosphere at ASAP is highly energized and conducive to doing business, the smaller niceties like breakfast, complimentary coffee, easy & free access to the internet at their cyber café, put both exhibitor and attendees in the right frame of mind” said Mr. Pawan Aggarwal of Intime Knits, India.

### **February 2008 ASAP Show Projections and Conclusion**

- ASAP management is increasing the show floor footage from 32,000 sq. ft. to 48,000 sq. ft. for August 2008 to accommodate a several other countries committed to joining ASAP.
- ASAP has a retention rate of more than 80% of its current August exhibitors, plus the addition natural growth of existing countries.
- The February 2008 ASAP Show was sold out 1 months before the show. ASAP projects that the August 2008 show will be sold out again. Exhibitors are encouraged to register early to ensure prime booth placement.

### **UPGRADES FOR THE AUGUST 24-27, 2008 ASAP SHOW**

ASAP has added a multitude of enhancements for the upcoming February ASAP Show:

- 1) **Match Making Sessions** – all 4 days of the show  
The high demand for ASAP’s exclusive Match Making Sessions has increased so dramatically at the buyers’ requests that show management has made an executive decision to continue extending these private meetings to include all four days of the show. ASAP will continue with its formal Match Making Sessions on the Third Day of the show, and will accommodate private meetings every day for the qualified buyers not available to attend the formal session.



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**2) Reception Area for Country Pavilions of 12+ Booths**

ASAP will provide a free reception area for country pavilions of 12 or more booths. This area will include tables and chairs for private meetings. It will also be ample space for each country to feature promotional materials and country specialties.

**3) Increased Advertisement and Marketing Budget**

ASAP will provide direct marketing to attract appropriate buyers. This will be a joint effort for the **early committed** country pavilions.

The ASAP Global Sourcing Show has the support of multiple governments. Any new countries wishing to receive status reports of successful country exhibition and participation are encouraged to contact ASAP Show management. We will gladly provide contact numbers and names of government officials who will share that the secret to success of their country's increased apparel exports is directly correlated to their exhibition at the ASAP Show.

 <p><b>USA</b> Embassy of United States of America in Dhaka, Bangladesh <a href="http://www.usembassy-dhaka.org">www.usembassy-dhaka.org</a> Endorsement Letter</p>	 <p><b>Thailand</b> Thai Trade Center - Los Angeles <a href="http://www.thaistrade.com">www.thaistrade.com</a> Endorsement Letter</p>	 <p><b>Philippines</b> Filipino-Indian Chamber of Commerce - FICC <a href="http://come.to/ficc">http://come.to/ficc</a> Endorsement Letter</p>
 <p><b>Taiwan</b> Taiwan Textile Federation <a href="http://ttf.textiles.org.tw">http://ttf.textiles.org.tw</a> Endorsement Letter</p>	 <p><b>Taiwan</b> Taipei Economic &amp; Cultural Office Commercial Division Endorsement Letter</p>	 <p><b>Mexico</b> Trade Commission of Mexico <a href="http://www.mexico-trade.com">www.mexico-trade.com</a> Endorsement Letter</p>
 <p><b>Sri Lanka</b> Embassy of Sri Lanka in Washington DC <a href="http://www.users.ems.com/embassy/index2.html">www.users.ems.com/embassy/index2.html</a> Endorsement Letter</p>	 <p><b>India</b> Consulate General of India San Francisco <a href="http://www.indianconsulate-sf.org">www.indianconsulate-sf.org</a> Endorsement Letter</p>	 <p><b>Philippines</b> Consulate General of Philippines <a href="http://www.philcongnetla.org">www.philcongnetla.org</a></p>
 <p><b>Philippines</b> Philippine Exporters Confederation, Inc. <a href="http://www.philexport.org">www.philexport.org</a> Endorsement Letter</p>	 <p><b>Guatemala</b> Embassy of Guatemala to the United States <a href="http://www.guatemala-embassy.org">www.guatemala-embassy.org</a> Endorsement Letter</p>	 <p><b>Hong Kong</b> Kowloon Chamber of Commerce <a href="http://www.hkccc.org.hk">www.hkccc.org.hk</a> Endorsement Letter</p>
 <p><b>CONGEP Philippines</b> Confederation of Garment Exporters of the Philippines Endorsement Letter</p>	 <p><b>TIPO Vietnam</b> Trade &amp; Investment Promotion Organization</p>	 <p><b>Kenya</b> Embassy of The Republic of Kenya in Washington DC <a href="http://www.kenyaembassy.com">www.kenyaembassy.com</a></p>
 <p><b>Macao</b> Macao Trade and Investment Promotion Institute <a href="http://www.ipim.gov.mo">www.ipim.gov.mo</a></p>	 <p><b>PRGMEA Pakistan</b> Pakistan Readymade Garments Manufacturers &amp; Exporters Association <a href="http://www.prgmea.org">www.prgmea.org</a></p>	 <p><b>Indonesia</b> Consulate General of The Republic of Indonesia</p>

**EARLY COMMITMENT BENEFITS TO ASAP EXHIBITORS:**

**Commit by MAY 30, 2008...**

- Countries having government support, and send 12+ booths will receive a *free reception area* – provided by ASAP.

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Websites: [www.asapshow.com](http://www.asapshow.com)



www.asapshow.com

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- ASAP will provide 20 postcards to each individual exhibitor so they can mail to their selected buyers. This marketing must be done together, and must start early!
- ASAP is willing to include the country pavilions who commit by MAY 30<sup>th</sup> as part of our own marketing materials in DNR, WWD, CAN & MR.
- ASAP will only distribute the attendee list of the last show's buyers to exhibitors who sign up before MAY 30<sup>th</sup>.
- Exhibitors who register by MAY 30<sup>th</sup> will jointly work together with ASAP management to market early, starting JUNE 1<sup>st</sup>.

## **COMMIT EARLY!**

### Exhibitor Turnkey Booth Solutions:

1. Exhibitor **space rental** 10' x 13' (or 12 square meters)
2. One double-occupancy **room** for 6 days, 5 nights at Venetian
3. Turnkey **booth** solution:
  - ❖ Upholstered hard back wall and sides (velcro capable)
  - ❖ Booth assembly and dismantling
  - ❖ Colorful header identifying exhibitor, booth # and Country
  - ❖ One wire wall for display
  - ❖ Two spot lights
  - ❖ One 6' draped table, or 30" round table
  - ❖ Two garment racks with 35 hangers
  - ❖ Two chairs, one trash bin, daily cleaning service
  - ❖ Half-page listing in the Sourcing Guide

All this... only \$5,800

If more than one factory wishes to share a booth, there is an additional investment of \$100 to cover the Half-Page listing in the Sourcing Guide and includes both factory names on the header.

### KEYS for Successfully Preparing to Exhibit at the ASAP Global Sourcing Show

- Showcase your factory's strongest Category that you have the most capacity to grow.
- Country pavilions should consist of exhibitors showcasing multiple categories (eg: Basic T-Shirts, Polo Shirts, Women's Fashion Knits, Woven Tops, Woven Bottoms, Denim, Children's Sleepwear, Lingerie, Bras, Swimwear, Sportswear, Urbanwear, Socks, Towels, Sheets, etc.)
- Each country pavilion should prepare their own brochure, similar to the Italian brochure (see enclosed), to promote their country and their factories' production capabilities.

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- Brochures should be selectively mailed by the country/factories to invite targeted buyers to your country pavilion at the ASAP Show.
- Brochures should be mailed to each country's previous buyers that export from your region. (These databases are available through each country's government agencies.)
- This brochure and other promotional materials should be distributed to attendees by the host/hostess of each country's government pavilion.
- Each Country's Government should Advertising their participation at the ASAP Show. Significant advertising discounts are available by contacting the media personnel listed below. To receive multiple run rate discounts, you must notify these contacts that you were referred to them through the ASAP Show.

MR Magazine ([www.MRmagazine.com](http://www.MRmagazine.com))

California Apparel News ([www.apparelnews.net](http://www.apparelnews.net))

Women's Wear Daily ([www.WWD.com](http://www.WWD.com))

DNR ([www.DNRnews.com](http://www.DNRnews.com))