



China International Sporting Goods Show

May 17 - 20, 2007

Chengdu, China

Greetings from U.S. Embassy China!

The Commercial Section of the U.S. Embassy in Beijing is pleased to invite American firms to participate in our U.S. Pavilion at **China International Sporting Goods Show** to promote American sporting products and services to China's fast-growing sporting goods market. The exposition, with a 13-year track record, is the most established event of its kind in Asia, showcasing an extensive array of sporting goods and fitness related products and services. **China International Sporting Goods Show** will be held from **May 17 - 20, 2007** at the New International Convention & Exposition Center in Chengdu, China.

The 2006 show was a major success, with over 900 leading domestic and international companies exhibiting, including top firms like Nike, Adidas, North Face, Lining. During this event, firms showcased different products ranging from sportswear, fitness, stadium & gym equipment, and other relevant products and services.

We are eager to work with you to promote your American products and services in China. We look forward to hearing from you.

Sincerely,

For More Information Contact:

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Exhibitors at the U.S. Pavilion Receive:

- Fully furnished, nine square-meter booth in a prime location
- On-site counseling & networking assistance throughout the show
- Pre-show region-wide marketing campaign to buyers
- Welcome Kit and briefing from the U.S. Commercial Service Staff
- Free full page advertisement in both show directory and U.S. Pavilion Exhibitor Directory
- All for a reasonable exhibitor fee of \$2,000 per standard booth