



**SOURCING**  
at MAGIC

**MAGIC Marketplace**

Las Vegas Convention Center, U.S.A.  
February 13 – 16, 2007

# POST SHOW REPORT

## February 2007

**MAGIC**  
THE BUSINESS OF FASHION

  
**ADVANSTAR**  
COMMUNICATIONS

**Las Vegas** was the center of the fashion industry from February 13-16<sup>th</sup>, as the MAGIC Marketplace drew the top retailers, designers and manufacturers from around the globe. With more than 4,000 companies on display, the fashion industry's biggest business event featured the most extensive selection of resources across apparel, accessories, footwear, fabric, trim, and contract manufacturing.

"MAGIC continues to be committed to providing the most comprehensive marketplace in the industry and that was on full display this week in Las Vegas," said Christopher McCabe, Vice President & General Manager for MAGIC International. "The MAGIC Marketplace offers an unparalleled selection of quality merchandise and resources creating one of the most powerful business environments in fashion. We strive to meet the changing needs of the fashion industry and the growth of our marketplace reflects that."

Sourcing at MAGIC continued to experience rapid and continuous growth. The event has become the go-to event for product development teams and branded exhibitors. With more than 600 exhibiting companies from 32 countries this past February, Sourcing at MAGIC has become the premier and largest trade event in North America creating an indispensable opportunity for apparel contract manufacturers, fabric & trim suppliers and service providers to expand into the U.S. market. The event continues to evolve by staying cutting edge and meeting the demands of the entire scope of the apparel supply chain. The Sourcing Resource Center and matchmaking services facilitated the connection between buyers and sellers, while educational seminars covered critical topics like customs & trade laws, speed to market, color trend forecasts, and social compliance.



## SHOW AT-A-GLANCE

- Total attendance to Sourcing at MAGIC – **14,000+**
- Number of exhibiting branded companies in MAGIC Marketplace – **3,000+**
- Number of exhibiting companies in Sourcing at MAGIC - **652**
- Sourcing Seminar Series
  - A total of **15** educational seminars were presented
  - Over **2,000+** visitors attended the educational Sourcing Seminar Series
  - A wide array of topics were covered. A few highlights included: "A Look Into Chico's: Supply Chain Strategies & Brand Positioning", "The Ins and Outs of Supply Chain Management", "Finding Your Way Through the Maze of Sourcing from China", "CAFTA: Sourcing Opportunities", "Fashioning Organic Apparel", and "Pantone Colour View – Summer 2008"
  - Noteworthy speakers included: Chuck Nesbit - COO, Chico's; Diane Reichenberger – CEO, Dualstar Entertainment Group; Helen Koshy – Sr. Product Development Manager, Wal-Mart; Allison Teter – Lifestyle Fabric Developer, Patagonia ; and Mark Jaeger – Sr. Vice President, Jockey International.

# MARKETING & ADVERTISING

Sourcing at MAGIC executed a multi-faceted and comprehensive marketing campaign to attract the largest cross section of product development decision makers in North America. Hundreds of thousands of dollars were spent to market the show and bring buyers and sellers together. Reaching a global database of over **40,000** decision makers, the multi-tiered, direct marketing and promotions campaigns distributed over **200,000** promotional mailings for the February show.

## DIRECT MAIL

Direct mail campaigns were created to attract buyers to Sourcing at MAGIC, more than 200,000 mailings are delivered each show cycle.

## ONLINE / TARGETED EMAIL

Website and e-mail campaign delivered the value and benefits of attending and exhibiting, as well as show developments yielding **350,000** impressions.

## ADVERTISING

A targeted advertising campaign increased the visibility of Sourcing at MAGIC throughout the industry as a trusted business forum and industry event. Advertisements were placed in leading apparel sourcing publications such as **Apparel Magazine, California Apparel News, International Textiles, and Textile Intelligence.**

## MATCHMAKING

Each show our Attendee Relations Department makes thousands of phone calls to sourcing executives. During these calls our staff discusses the types of sourcing resources these important executives are seeking, then arranges introductions between the sourcing executives and exhibitors with the right capabilities.

Over **200** product development decision makers pre-registered for the Matchmaking program before the show, and over **400** buyers stopped by the Sourcing Resource Center on-site to be locate exhibitors able to produce for their specific sourcing needs.

This matchmaking service generated productive relationships and speeded up the process of networking and making contacts for all parties involved.

*This was a very successful sourcing trip. We were introduced to a number of potential vendors and will continue to come to Sourcing at MAGIC and use the Matchmaking Service as a resource.*

*This is our first trip that we utilized Matchmaking and we are extremely happy with the experience and impressed with your enthusiasm and knowledge.*

**- Jede Phillips, World Sourcing & Production Specialist, The Territory Ahead**



## What our attendees said...

*I found MAGIC to be very informative. As a sourcing manager, it was very helpful for me to reach out to various sourcing resources in one centralized location. I found a number of new and potential sources at the show. Sourcing at MAGIC is a must attend for all sourcing personnel throughout the retail industry.*

- **Chris Smith, Sourcing Manager, Wal-Mart Stores**

*A "must attend" for anyone in the U.S. looking to source overseas. I met many suppliers from India, Peru, and Morocco. The Sourcing Resource Center saved tremendous time, I couldn't have done it all in a day without it.*

-**Kathryn Peters, President, Putumayo**

*I found the Matchmaking Service extremely helpful to find what I was looking for in a vendor. Overall the floor layout was very easy to navigate. I am currently researching three potential new vendors/factories whom I met at the show.*

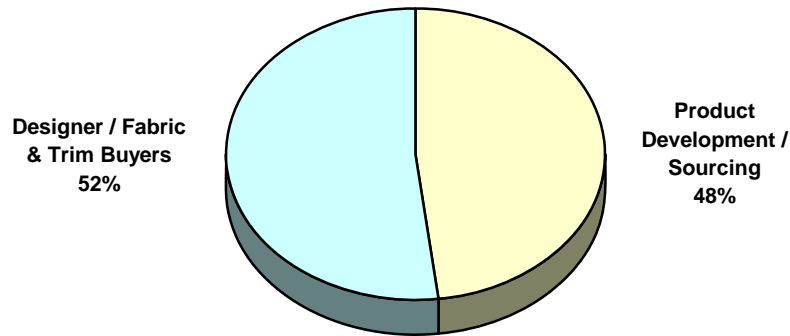
- **Michele L. Mugno, Sr. Production Manager, New York & Co.**

*Thank you for your great help with gathering prospective factories for me. I'm currently still in communications with some of them. I found the set-up of the exhibitors to be easy to navigate through. Your sourcing resource center was a big help when coordinating and choosing vendors that may fit our needs.*

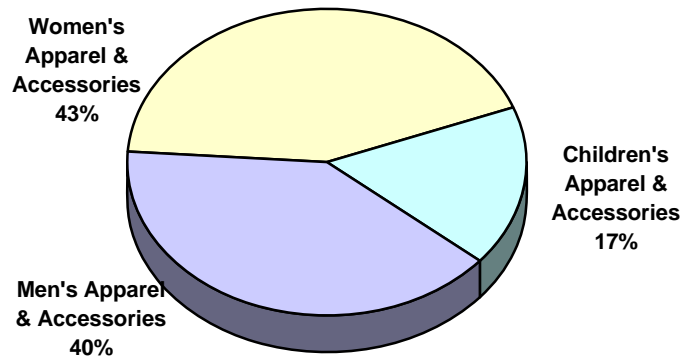
- **Jescelynn Manduriao, Product Planner – Sourcing, K2Sports**

Thousands of sourcing specific buyers attended the February 2007 sourcing event. Attendees included sourcing and production managers, product development teams, designers, fabric & trim buyers, importers, distributors/wholesalers, branded apparel companies, and various private label retailers.

## DEMOGRAPHICS BY POSITION:



## DEMOGRAPHICS BY BUSINESS NATURE:



Only Sourcing at MAGIC has a full-time staff dedicated to ensuring the people exhibitors want to meet attend the show. The outreach to sourcing executives included face-to-face visits, thousands of phone calls and many roundtable dinners throughout the year.

Before the show, the staff:

- Spent every day on the phone or visiting sourcing executives and buyers around the country.
- Helped sourcing teams with the registration process.

At the show, the staff:

- Took time with exhibitors to learn what products these companies are introducing and showcasing so we can point buyers in the right direction.
- Could be found at the Sourcing Resource Center helping buyers locate vendors on the show floor.



# EXHIBITORS

## What our exhibitors said...

*We had a great response and opened 30 new accounts. Big department stores like Sears, JCPenney, and Wal-Mart shopped our booth. We enjoyed the many complimentary services MAGIC offers such as a listing in the Pre-Show & Tell, free brochure mailing to selected buyers pre-show, the Matchmaking Service, etc. Our consistent participation and preparation at Sourcing at MAGIC made all our efforts worth it.*

**Judy Chang, CEO, Ezik Corp.**

*The leads that were generated by the Matchmaking Service proved to be extremely positive. Sourcing at MAGIC was able to understand perfectly the type of customer/client that would benefit from meeting with us.*

**Daniel Lonegran, Sales Director, Zhejiang Seasoul**

*Sourcing at MAGIC was a fantastic sales event! We have over 600 leads, dozens of closed deals, and enormous exposure. We will be back in August for sure!*

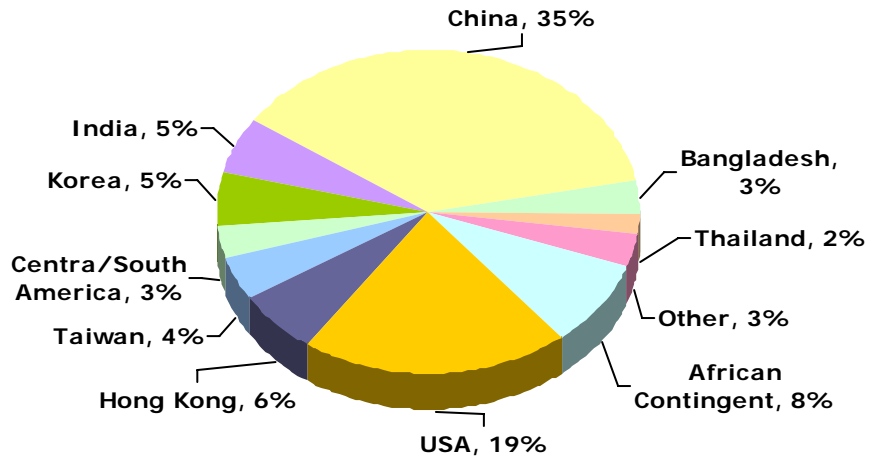
**- Christopher Bernat, Chief Revenue Officer, Source Custom**

*I would recommend MAGIC for any company looking to establish themselves in the fashion industry, or fighting to maintain a presence in the industry.*

**- Mark Weiner, President, DEC Clothiers**

With over **650** exhibitors from **32** countries at the February show, Sourcing at MAGIC presented its most diversified showcase of manufacturers and suppliers to date. The collective expertise of the exhibitors on the show floor further defined Sourcing at MAGIC as a can't-miss event for anyone seeking to expand and improve their resources and intelligence of the global apparel manufacturing industry.

## DEMOGRAPHICS BY COUNTRY / CONTINENT:



The **Contract Manufacturer** category presented the largest amount of apparel manufacturing companies. Factories from 32 countries represented production facilities utilized by over 400 famous brands in the US and worldwide, as well as the top private label makers, from Wal-Mart and Nordstrom's to Nike and GAP. This February, the African continent created the largest representation of companies in the United States and at MAGIC, accounting for over 40 booths. Countries from this group included Morocco, Kenya, Tunisia, Ethiopia, Madagascar, and Ghana. Other notable exhibiting countries from this category include: China, India, Bangladesh, and Pakistan.

**Fabric & Trim** exhibitors throughout Sourcing provided attendee inspiration for the immediate and spring/summer 2008 collections. There were a dazzling array of textile and trim offerings, including top quality textile, leather, suede, fiber, denim, buttons, beads, zippers and more. Resort and sport chic pique fabrics were big, as were high tech fabrics with synthetic treatments in white bright colors, while eco-friendly companies continued to maintain interest. And for the spring/summer season, a vast array of fine light wools, soft cottons, and satins. Notable exhibitors and countries from this category included: Taiwan, USA, Turkey, and China.

The **Original Design Manufacturing** showcase was a favorite area among buyers, featuring companies offering international designs for purchase in min. quantities of 360 units, and bringing additional styling, pattern making and fabric design capabilities to buyer's apparel lines. This February, the USA pavilion continued their "You Wear U.S. Well" campaign by bringing a contingent of 28 manufacturers and yarn & fiber producers, while Morocco highlighted 13 exhibitors offering duty-free garments. Other notable countries from in the ODM area included: Hong Kong, Mexico, Peru, and Korea.



# SOURCING SEMINAR SERIES

The February Sourcing Seminar Series featured top industry experts offering solutions and strategies for improving all aspects of the supply chain. Topics include a range of issues that impact productivity and profitability, including: customs & trade laws, color & trend forecasting, speed to market, social compliance, sourcing best practices and much more. In the world of apparel sourcing, there are many questions. Over 2,000 visitors attended the comprehensive seminar series. We're proud to present the people who have answers.

## Tuesday, February 13th

"Letting Go" PANTONE View Colour Planner - Summer 2008

Integrating the Consumer into the Product Development Process

Presented by: [TC] <sup>2</sup>

The Ins and Outs of Successful Supply Chain Management

Presented by: Fashion Business Inc.

Finding Your Way Through the Maze of Sourcing from China

Presented by: Alibaba, Inc.

## Wednesday, February 14th

Going Global - Do You Know What It Takes?

Presented by: Bureau Veritas

Influences, Style & Design: Summer 2008

Presented by: Promostyl

CAFTA: Sourcing Opportunities

Presented by: USA-ITA

Solving International Sourcing - Logistics, Finance and Legal Issues

Presented by: Fashion Business, Inc.

From Factory to the Consumer & Everything in Between

Tobe Spring/Summer 2008: Trends, Key Items & Colors

## Thursday, February 15th

A Look Into CHICO'S: Key Supply Chain Strategies & Brand Positioning

Knowing U.S. Trade Policy Can Boost Your Profits

Presented By: Sandler, Travis & Rosenberg

Global Sourcing: How Various U.S. Firms Are Approaching the World's Sourcing Opportunities

Presented by: USA-ITA

Fashioning Organic Apparel: Creating Efficient and Effective Organic Supply Chains

Presented by: Organic Exchange & Organic Trade Association

Africa Sourcing Opportunities & Challenges

# SOURCING AT MAGIC 2007



In four days, Sourcing at MAGIC offered unparalleled benefits to both exhibitors and attendees, making up a buying community that represents a \$65 billion industry. The Sourcing Resource Center, which was conveniently located in the center of the sourcing floor, received a record amount of traffic and offered a variety of services to increase buyer productivity while at the show. Sourcing consultants were on hand to answer basic sourcing 101 questions to start-up companies, provide in-depth information on exhibiting companies, or offer advice on simplifying their supply chain and information pods provided free information such as the latest news and information for color & trends, ethical manufacturing, technology, and organic materials.

Please join us at the August 2007 edition of Sourcing at MAGIC and the MAGIC Marketplace. The August event is sure to be larger than ever with the addition of Printsource at MAGIC, a new environment within Sourcing at MAGIC featuring original textile designs, creative inspiration for designers, and original textile artwork for purchase.

Through exhibiting you will be able to showcase your products and services that will generate visibility and interest in your company. Exhibiting at Sourcing at MAGIC will create relationships that will expand your opportunities and enhance your company's future in the U.S. market.

## Save the Date!



# SOURCING at MAGIC

Las Vegas, Nevada U.S.A.

## August 27 – 30, 2007

For information - T: (+1-818) 593-5000 F: (+1-818) 593-5020 E: [cs@sourcingatmagic.com](mailto:cs@sourcingatmagic.com)