

Trade Fair Certification Program Application
U.S. Department of Commerce International Trade Administration
U.S. and Foreign Commercial Service
Export Promotion Services

Refer To: Federal Register Vol. 58, No. 82, Friday, April 30, 1993

Applicant: Please type information requested on company letterhead and mail four (4) complete sets of your application to:

Trade Fair Certification Program U.S. Department of Commerce, H-211614th & Constitution Ave., N.W. Washington, DC 20230

Questions regarding this form or the Trade Fair Certification Program should be directed to:

Donald L. Huber Manager, Trade Fair Certification Tel: (202) 482-2525

1. Name of fair.
2. Site of fair.
3. Dates of fair.
4. Name, address, and phone number of organization requesting certification.
5. Name, address, and phone number of U.S. contact, if different from item number 4.
6. Names of U.S. and foreign sponsor(s), e.g., trade associations, foreign governments, etc.
7. Basic history of description of show. Applicant must demonstrate fair is a good export promotion vehicle for subject industry. Include copies of previous show promotion materials, supporting from U.S. industry, etc.
8. Resume of show organizer's and, if possible, U.S. agent's trade show expertise.
9. Number of U.S. exhibitors applicant will recruit. Outline promotional material campaign to be conducted in the U.S. to attract U.S. exhibitors. Also, provide a brief marketing plan for specifically attracting new-to-market and new-to-export U.S. firms.
10. If required, will organizer agree to develop a U.S. Pavilion and provide a furnished booth for the U.S. embassy's Business Information Office (BIO)?

11. Number of exhibitors (U.S. and others) expected at the fair.
12. Number of visitors expected at the fair.
13. Gross area of fair (sq feet or sq meter). Net area for exhibit space. Net area that will comprise U.S. Pavilion if one is required.
14. Exhibit rates and services to be provided. Outline costs for additional optional services.
15. Admission fees for show visitors (if applicable).
16. Description of technical program (if applicable).
17. Specify product categories within this fair.
18. Audience profile of potential foreign customers (target countries, industries, profession or technical level).
19. Outline promotional campaign to be conducted in foreign markets to attract buyers, agents, and distributors. What specific market promotion will be done overseas on behalf of U.S. participants.
20. Submit samples of promotional material to be used to attract prospective exhibitors and to end users overseas; such as multilingual promotional literature.
21. Provide proof, in English, that space has been leased by either (1) a copy of space contract; or (2) letters clearly demonstrating an offer of specific exhibition space by the owner of the facility and acceptance on your part of the terms of this offer.
22. Outline the specific support services the applicant requests from the Department of Commerce in the U.S. and overseas.
23. Acknowledge that if certification is granted, applicant will contribute \$1,750 (NON REFUNDABLE) to the Department to cover general expenses by the department on behalf of this application review and specific support services in the field on behalf of this project.

APPLICANT MUST TYPE THE FOLLOWING ON APPLICATION AND SIGN THE TOP LINE

The above information is correct and the applicant will abide by the terms set forth in the criteria and conditions as set forth in the Federal Register, Vol. 58, No 82, April 30, 1993.

Applicant Signature Printed Name/Title Date

U.S. Agent (if applicable) Printed Name/Title Date

APPROVED BY THE DEPARTMENT OF COMMERCE

Signature Printed Name/Title Date

This report is authorized by law (15 U.S.C. 1512 et seq., 15 U.S.C. 171 et seq.)

Certification of overseas trade fairs will not be considered unless a completed application has been received. Except to the extent required by law, no information of proprietary nature reported on this form will be disclosed without the prior written consent of the relevant form.

Public reporting burden for this collection of information is estimated to average four (4) hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to: Reports Clearance Officer, International Trade Administration, Rm. 4001, U.S. Department of Commerce, Washington, DC 20230, and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0625-0130), Washington, DC 20503.