

SUPPORTING STATEMENT
Application for Designation of a Fair
For Entry of Articles Under Provision of the Trade Fair Act of 1959
OMB No. 0625-0228

Section A. Justification

1. Necessity of Information Collection

Under Public Law 86-14, H.R. 5508, dated April 22, 1959, cited as the “Trade Fair Act of 1959,” the Secretary of Commerce may provide for the free importation of articles for exhibition at fairs, exhibitions, or expositions. (Copy of P.L. 86-14 attached.)

The U.S. Department of Commerce, International Trade Administration’s (ITA) Tourism Industries office offers trade fair guidance and assistance to trade fair organizers, trade fair operators, and other travel and trade oriented groups. These fairs open doors to promising travel markets around the world. The proposed “Application for Designation of a Fair,” information collection process. Approximately 200 applications are reviewed annually from trade fair organizers requesting temporary duty-free entry into the United States of foreign exhibit items by foreign exhibitors who participate with domestic exhibitors. If the application qualifies, Tourism Industries (TI) informs the U.S. Customs and Border Protection that the trade fair is qualified for this purpose. TI’s certification is a prerequisite to Customs granting a trade fair bond. Without certification, a trade fair organizer would have to post several bonds.

2. Description and Practical Utility of the Information Collection Activity

The information collected is utilized to evaluate the legitimacy of the organizer to be designated as a trade fair. The term “fair” means any fair, exhibition, or exposition designed by the Secretary of Commerce pursuant to the Trade Fair Act of 1959.

The type of information asked on the application includes such items as (1) name of fair; (2) location of fair, (3) authority to occupy the fair site; (4) license or permit; (5) dates of fair’s opening and closing; (6) name and address of fair operator; (7) identification of how fair is being financed; (8) the purpose or theme and how this will serve the public interest in promoting trade; (9) listing of countries participating; and (10) a copy of brochures, or other related literature.

This is all information which the organizer would need for their own planning purposes and would not gather just to fulfill the request for fair designation.

3. Minimizing Burden

There is no foreseeable or current information technology to reduce the burden. In addition, each application requires attachments that are unique to the individual applicant.

The collection of information is normally made by mail. However, the request may be made by FAX if the requesting organizer so desires.

4. Non-Duplication

The Application for Designation of a Fair form is provided to the applicant upon request; there is little chance of duplication. No other agency collects identical information since no other agency provides the same service.

5. Minimizing the Burden for Small Business

The use of standardized form, criteria, instructions, and certifications are utilized to help ensure that the burden on small businesses is minimized. In addition, the amount of information requested has been reduced to the minimum necessary to evaluate viable applications.

6. Consideration of Alternatives

We would be unable to determine an applicant's eligibility for certification of the information is not submitted.

7. Paperwork Reduction Act Guidelines

The information will be collected consistent with Paperwork Reduction Act guidelines.

8. Consultations

TI staff regularly consults with trade fair organizers to determine areas where improvements to the application process can be made. The organizers have expressed no problem with the format, and have, in many instances, expressed appreciation for the easy to understand and straightforward instructions. There are no unresolved substantive or material issues stemming from these consultation efforts.

In addition, a 60-day request for comments from the public was published February 7, 2007, (Volume 72, Number 25), in the Federal Register. No comments were received.

9. Incentives to Respondents

None. ITA makes no payments or gifts to enumerate applicants.

10. Assurance of Confidentiality

None. The information collected will remain business confidential and will be used only by ITA staff in assessing the applicant's abilities, experience, and performance.

11. Justification for Sensitive Information

No questions of a sensitive nature are asked.

12. Estimation in Hours of the Burden of the Collection of Information.

It is estimated that 200 applications will be submitted per year. The average number of time to complete and process the application is estimated at 30 minutes. The estimated average private sector salary for persons responding is \$35.00 per hour and the average public sector salary for persons processing the application is \$25.00 per hour.

13. Estimation of the Total Annual Cost Burden to the Respondents

Cost to Respondents: Total Hours (100) x Average Salary (\$35) = \$3,500

14. Estimation of Annualized Cost to the Federal Government

Cost to Government: Total Hours (100) x Average Salary (\$25) = \$2,500

15. Rationale for Program Change or Adjustments

None

16. Uses of Analytical Methodology

N/A. The results of the information collected is used to certify trade shows. The results are not tabulated and published.

17. Reasons for not Displaying Expiration Data

The OMB under and expiration date will be displayed on the form.

18. Rationale for Exceptions to Certification Statement

N/A.