

INTERNATIONAL BUYER PROGRAM APPLICATION Calendar Year 2012

Deadline (To Be Determined)

(Submit on letterhead - two copies)

1. Name of Show.
2. Site of Show.
3. Dates of Show. Indicate if show is held annually, biennially, or some other designated frequency.
4. Name, address, phone number, fax number and e-mail address, if applicable, of applicant.
5. Name, address, phone number, fax number and e-mail address, if applicable, of applicant contact.
6. Name, address, phone number, fax number and e-mail address, if applicable, of show sponsor (trade associations, national or state government, etc.). If applicable, list any co-sponsors or federal/state/private partnerships.
7. Provide a description of the show. Characterize the role or importance of the event for the industry (e.g., what makes this show unique for the industry as compared to other U.S. or international shows).
8. Explain how this particular show includes products with high export potential and provide corresponding export statistics for the past two years.
9. Specify the net square footage of paid exhibit space for the past two shows.
10. Specify the number of total exhibitors at each of the past two shows. Indicate the number of domestic and international exhibitors at each.
11. Specify the total number of professional attendees at each of the past two shows. Indicate the number of domestic and international attendees at each of the past two shows. Also include the number of countries represented at past two shows. **Do not** include exhibitor attendance in these figures.
12. Are the above statistics independently audited? If so, by whom?
13. State any admission fees for show attendees and indicate if there are, or will be, reduced or waived fees for international attendees. Indicate if this reduction in fees will apply to both international attendees who arrive independently as well as those who are part of U.S. delegations.
14. Give a description of any technical programs, conferences or tours offered to international attendees and the corresponding cost (if applicable).
15. State the product categories that will be displayed on the exhibit floor.
16. Describe the audience profile of potential international customers. For example, are there target countries, industries, professions, or technical level?
17. Describe previous marketing efforts utilized to promote this event overseas and any proposed international marketing plan for the Calendar Year (CY) 2012 show (e.g., use of overseas trade associations, publications, travel agents, etc.). Applicant should describe how it intends to increase international attendance. Applicant may offer, for example, any or all of the following: an international lounge and related services; competitive travel packages; plant tours; international receptions.
18. Submit one set of all show promotional literature, with a catalog from the previous show.

Applicant must type the following and submit with the appropriate signature: "The above information is correct and the applicant will abide by the terms set forth in this Notice of Call for Applications for the 2012 International Buyer Program."

Public reporting for this collection of information is estimated to be 3 hours per response, including the time for reviewing instructions, and completing and reviewing the collection of information. All responses to this collection of information are voluntary, and will be provided confidentially to the extent allowed under the Freedom of Information Act. Notwithstanding any other provision of law, no person is required to respond to, nor shall a person be subject to a penalty for failure to comply with, a collection of information subject to the requirements of the Paperwork Reduction Act unless that collection of information displays a currently valid OMB Control Number. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Reports Clearance Officer, International Trade Administration, Department of Commerce, Room 4001, 14th and Constitution Avenue, N.W., Washington, D.C. 20230.
