

**SUPPORTING STATEMENT**  
**U.S. Department of Commerce**  
**International Trade Administration**  
**Application for Designation of a Fair**  
**OMB Control No. 0625-0228**

**A. JUSTIFICATION**

**This is to request an extension of the Office of Management and Budget approval.**

**1. Explain the circumstances that make the collection of information necessary.**

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 display at fairs, exhibitions, or expositions.

The U.S. Department of Commerce, International Trade Administration’s (ITA) Global Trade Programs 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 “Application for Designation of a Fair,” form ITA-4135P is completed by trade fair organizers requesting temporary duty-free entry into the United States of foreign exhibit items by foreign exhibitors who participate with domestic exhibitors. Approximately 200 applications are reviewed annually from trade fair organizers. If the application qualifies, Global Trade Programs (GTP) informs the U.S. Customs and Border Protection that the trade fair is qualified for this purpose. GTP’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. Explain how, by whom, how frequently, and for what purpose the information will be used. If the information collected will be disseminated to the public or used to support information that will be disseminated to the public, then explain how the collection complies with all applicable Information Quality Guidelines.**

The information collected via form ITA-4135P “Application for Designation of a Fair” is utilized to evaluate the legitimacy of the organizer to be designated as a trade fair. The term “fair” means any 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 planning purposes and would not gather just to fulfill the request for fair designation.

**3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological techniques or other forms of information technology.**

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. Describe efforts to identify duplication.**

The Application for Designation of a Fair form ITA-4135P 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. If the collection of information involves small businesses or other small entities, describe the methods used to minimize burden.**

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. Describe the consequences to the Federal program or policy activities if the collection is not conducted or is conducted less frequently.**

We would be unable to determine an applicant's eligibility for certification if the collection is not conducted.

**7. Explain any special circumstances that require the collection to be conducted in a manner inconsistent with OMB guidelines.**

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

**8. Provide information of the PRA Federal Register Notice that solicited public comments on the information collection prior to this submission. Summarize the public comments**

**received in response to that notice and describe the actions taken by the agency in response to those comments. Describe the efforts to consult with persons outside the agency to obtain their views on the availability of data, frequency of collection, the clarity of instructions and recordkeeping, disclosure, or reporting format (if any), and on the data elements to be recorded, disclosed, or reported.**

A 60-day request for comments from the public was published May 12, 2010, (Volume 75, Number 91, pg. 26714), in the Federal Register. No comments were received.

ITA 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.

**9. Explain any decisions to provide payments or gifts to respondents, other than remuneration of contractors or grantees.**

Not Applicable.

**10. Describe any assurance of confidentiality provided to respondents and the basis for assurance in statute, regulation, or agency policy.**

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. Provide additional justification for any questions of a sensitive nature, such as sexual behavior and attitudes, religious beliefs, and other matters that are commonly considered private.**

No questions of a sensitive nature are asked.

**12. Provide an estimate in hours of the burden of the collection of information.**

It is estimated that 200 applications will be submitted per year. The average time to complete and process the application is estimated at 30 minutes = **100 burden hours**.

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. Provide an estimate of the total annual cost burden to the respondents or record-keepers resulting from the collection (excluding the value of the burden hours in Question 12 above).**

Additional cost to the respondent for mailing the application and attachments:

140 (respondents) <b>by FedEx</b> , 140 x \$6.00 ea. =	\$840.00;
45 (respondents) <b>by regular mail</b> , 45 x \$1.50 ea. =	67.50; and
<u>15 (respondents) <b>by email</b>.</u>	<u>0</u>
200 (respondents) Total	<b>\$907.50 (\$908 in ROCIS)</b>

**14. Provide estimates of annualized cost to the Federal government.**

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

**15. Explain the reasons for any program changes or adjustments.**

The postage and courier service cost burden to submit the application was not previously reported but has been included in this submission. This action is an adjustment increase.

**16. For collections whose results will be published, outline the plans for tabulation and publication.**

Not Applicable.

**17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons why display would be inappropriate.**

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

**18. Explain each exception to the certification statement.**

Not Applicable.

**B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS**

This collection of information does not employ statistical methods.