

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

Applicant: Please type information requested (questions and responses) on company letterhead and mail your application to: Trade Fair Certification Program, U.S. Department of Commerce, U.S. Commercial Service, 1300 Pennsylvania Avenue, N.W., Ronald Reagan Building, Suite M-300, Washington, D.C. 20004

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

Micheal Thompson,
Manager, Trade Fair Certification Program
Tel: (202) 482-0671
E-Mail: micheal.thompson@trade.gov

APPLICATION QUESTIONS

1. Name of fair.
2. Site of fair.
3. Dates of fair.
4. Name, address, phone number and e-mail of organization requesting certification.
5. Name, address, phone number and e-mail 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 or description of show. Applicant must demonstrate fair is a good export promotion vehicle for the subject industry. Include copies of previous show promotion materials, supporting statements from U.S. industry, etc.
8. Resume of show organizer's and. If possible, U.S. agent's trade show experience.
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. Is the overall show audited by an official or professional trade show authority or an accredited media audit organization? (For instance, in the U.S., this would be an audit firm recognized by the Exhibition and Event Industry Audit Commission.). If yes, please indicate which one(s) or include a copy of the last report.
17. Description of technical program. (if applicable).
18. Specify product categories within this fair.
19. Audience profile of potential foreign customers (target countries, industries, profession or technical level).
20. 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.
21. Submit samples of promotional material to be used to attract prospective exhibitors and to end-users overseas; such as multilingual promotional literature.
22. 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.
23. Outline the specific support services the applicant requests from the Department of Commerce in the U.S. and overseas.
24. Indicate what Intellectual Property Rights (IPR) protection and/or IPR policies and procedures are available from the show owner/organizer for exhibitors at the show.
25. Provide a copy of the rules/regulations for U.S. exhibitors and a copy of the show owner/organizer rules/regulations for all exhibitors. If you are both the U.S. pavilion organizer and the show owner/organizer, one set of rules/regulations for all exhibitors is sufficient.
26. Acknowledge that if certification is granted, applicant will contribute **\$2,000** (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.”

U.S. Agent/Applicant Printed Name

Signature

Title**Date:****APPROVED BY THE DEPARTMENT OF COMMERCE**

Printed Name

Signature

Title**Date:**

This collection of information contains Paperwork Reduction Act (PRA) requirements approved by the Office of Management and Budget (OMB). Notwithstanding any other provision of law, no person is required to respond to, nor shall any person be subject to a penalty for failure to comply with, a collection of information subject to the requirements of the PRA unless that collection of information displays a currently valid OMB control number. Public reporting burden 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. Persons wishing to comment on the burden estimate or any aspect of this collection of information, or offer suggestions for reducing this burden, should send their COMMENTS to the ITA Reports Clearance Officer, International Trade Administration, Department of Commerce, Room 4001, 14th and Constitution Avenue, N.W., Washington, D.C. 20230.