

**Foreign Agricultural Service**  
**Exporter Assistance Programs**  
**Supporting Statement – Part B**  
**(0551-0031)**

**B. Collections of Information Employing Statistical Methods.**

TERMS OF CLEARANCE: On March 30, 2009, in accordance with 5 CFR 1320, OMB determined “with the exception of the surveys of Trade Show, American Café, and the Export Directory, the information collection is approved for three years”. In this information collection, FAS is submitting Part B for the Trade Show Evaluation Form, for OMB approval. The Export Directory Evaluation Form and the American Café Evaluation Form have been discontinued and will not be submitted in Part B, of this supporting statement, for OMB approval.

The collection of information related to the Trade Show Evaluation Form does not involve statistical methods and is used by FAS to request feedback from U.S. businesses and organizations that participate in FAS-endorsed Trade Show events. Because FAS expects a compliance rate of 90 – 100 percent of the potential respondents, FAS cannot justify the use of statistical methods to reduce burden or improve accuracy of results.

The information collected is used to improve the services FAS provides to U.S. businesses and organizations that participate in FAS-endorsed trade show events and to promote and support increased U.S. agricultural and food exports. Additionally, information is used to provide success stories when requested by upper management and administration.

**1. Describe the potential respondent universe and any selection method to be used. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.**

The potential respondent universe for the Trade Show Evaluation Form is any U.S. business or organization that participates in FAS-endorsed trade show event. There are approximately 30 FAS endorsed trade shows per year and participants can vary year to year; in 2011 there were over 600 participants, total, in the 30 shows. The same U.S. business or organization can participate in several trade shows throughout the year. All U.S. business or organizations that participate in FAS endorsed trade shows are requested to fill out evaluation forms. The response rate is between 90 to 100 percent. The evaluation forms are distributed and completed/collected at the trade show events to ensure a high rate of participation in the evaluation process.

**2. Describe the procedures for the collection of information including: statistical methods, estimation procedures, degree of accuracy, unusual problems, and periodic data collection cycles to reduce burden.**

The Trade Show Evaluation Form used to collect evaluation information from U.S. businesses or organizations that exhibit their products at FAS-endorsed trade shows consists of questions created to measure the effectiveness of services FAS provides in an effort to promote and increase U.S. agricultural and food exports. Evaluation data is collected approximately 30 times a year, at every FAS-endorsed trade show from all U.S. businesses and organizations that participate. While FAS received 837 completed evaluation forms in 2011, the number of U.S. businesses and

organizations participating in FAS endorsed trade shows was less than 837 as the same company can attend various trade shows (up to 30 in 2011) but fills out an evaluation form for every FAS-endorsed trade show.

**3. Describe methods to maximize response rates and to deal with issues of non-response.**

Responses are maximized by distributing and collecting completed forms on the last day of FAS-endorsed trade shows, before participants depart the trade show locale for their homes of record. The information collected is used to improve the services FAS provides to U.S. businesses and organizations that participate in FAS-endorsed trade shows events and to promote and support increased U.S. agricultural and food exports. Additionally, information is used to provide success stories when requested by upper management and administration.

**4. Describe any tests of procedures or methods to be undertaken.**

There are no planned tests of the collection.

**5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.**

This collection of information does not involve statistical methods.