

Trade Event Pavilion Partnership Program Interest Form

Show Organizer

OMB No.0625-0143 Expires: 09/30/2021

APPLICANT INFORMATION

Organization Name (required):

Address (required):

Contact First Name (required):

Address (line 2):

Contact Last Name (required):

State/Province:

Phone (required):

City:

Email (required):

Postal Code

Fax

Country

Are you currently working with ITA or the U.S. Commercial Service?

Yes

No

If answered "Yes" to the above, who is your contact?

Pavilion organizer's website (required)

U.S. CONTACT INFORMATION (IF DIFFERENT FROM ABOVE)

First Name (required):

Last Name (required):

Address (required):

Address (line 2):

City (Required):

State (Required):

Postal Code (Required)

Email (required):

NOTE: Pavilion organizers must attach a contract for USA pavilion space. If there will not be a USA pavilion, you must apply as a show organizer (Not USG Pavilion Organizer).

Identify any pavilion sponsors (trade associations, national or state government, etc.)

SHOW INFORMATION

Name of Show (required):

Location of Show (required):

Start Date (required):

End Date (required):

Primary Industry/Industries at show (indicate up to 3)

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). Applicant must demonstrate the show is a good export promotion vehicle for the subject industry.

Exhibitor hall metrics from most recent two past events: number of exhibitors (total), U.S. (total), USA Pavilion, number of countries represented. Please attach excel spreadsheet of complete exhibitor list (with country designation) for most recent show.

Target number of U.S. exhibitors for USA pavilion.

Specify the number of total exhibitors at each of the past two shows. Indicate the number of domestic and international exhibitors at each.

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. Do not include exhibitor attendance in these figures.

State the product categories that will be displayed on the exhibit floor. Please include HS codes, if available. You may also email an attachment with this information.

Registration/admission fee schedule. You may also email an attachment with this information.

Exhibit fee schedule. Please email an attachment with this information.

PARTNERSHIP COMPONENTS

The Event Partnership includes the following basic components (\$4,700):

- **Authorization to use the logo and branding of the U.S. Department of Commerce/International Trade Administration (ITA)**
- **A dedicated ITA Event Lead**
- **Digital Industry Promotion**
- **At-show Export Counseling**
- **End of Show Report**

Additional components are available upon request below; please indicate which additional components you would like to request by selecting each item individually and providing any required information.

[B2B Matchmaking via Web Portal or Application \(\\$1,665\)](#)

Please indicate if you have a preferred B2B matchmaking application or if you request that ITA furnishes an application (additional fees may apply)

[30-minute Promotional Webinar, with Market Briefing \(\\$1,900\)](#)

Please indicate any special requests or topics to be covered

[Overseas Market Counseling Program \(e.g., "Showtime" or "Global Chat"\) \(\\$1,530\)](#)

Please indicate any special requests

[Host market delegation recruitment or select delegation recruitment \(1-5 select markets\) with on-site buyer assistance and overseas market counseling for U.S. exporters \(\\$820 per market\)](#)

In how many markets are you seeking active delegation recruitment? Enter 1 to 5.

Identify your preferred/target market(s) and/or global regions

Are there, or will there 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. embassy delegations.

Who are potential international customers attending the event (i.e., industries, professions, technical level, etc.)

Identify any incentives offered to U.S. embassy delegations (i.e. competitive travel packages; plant tours; international receptions).

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? You may submit one set of all show promotional literature from previous show. You may also include a separate document as an attachment with this information.

Global delegation recruitment with on-site buyer assistance and overseas market counseling for U.S. exporters (where available) (\$4,900)

Are there, or will there 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. embassy delegations.

Who are potential international customers attending the event? Please include target countries (at least 10), industries, professions, technical level, etc.

Identify any incentives offered to U.S. embassy delegations (i.e. competitive travel packages; plant tours; international receptions).

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. You may submit one set of all show promotional literature from previous show.

At-show market and/or industry briefing (\$1,350)

Please indicate any special requests.

Networking reception (\$90 per staff hour plus any direct costs)

Please indicate any special requests and provide details for reception (day, location, invitees).

Before submitting form, please add any additional comments below:

Public reporting for this collection of information is estimated to be 10 minutes 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 current 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. OMB No.: 0625-0143, Expires: 07/31/2018

Your satisfaction is our top priority. Please inform us of any questions or concerns and we will work quickly and effectively to meet your needs.

We will protect business confidential information to the extent provided under Federal law.