



International Association for Exhibition Management

U.S. Department of Commerce  
International Buyers Program Users Group

4 May 2005  
Rosemont, IL

The "Boosting International Attendance at Your Events: IAEM's Toolbox of Effective Strategies and Tactics" document reflects the wide-ranging results of the first meeting of the IAEM U.S. Department of Commerce International Buyers Program (IBP) User Group. We hope you find the document useful within your IBP related activities as well as for other trade show international initiatives.

The "user group" model was adopted for this effort to meet the following objectives:

- Assemble and facilitate interaction among as many present or future IBP participants as possible.
- Through the exchange of actual show experiences and tactics, isolate as many international best practices as possible.
- Establish a network of professional relationships anchored in the arena of international event challenges and opportunities which will beneficially perpetuate itself through future interaction.
- Deliver to IAEM and the Department of Commerce useful practices and insights which can be shared with IAEM members and IBP participants to positively impact performance.

Nearly 60 industry professionals assembled at Rosemont Convention Center, in Rosemont, Illinois in May 2005, representing an estimated 200 trade shows, of which approximately 20 are or were IBP certified. The interaction was open and robust, both within the six break-out sessions and throughout the half day gathering. Special thanks must be paid to the six session moderators who brought deep industry experience and skillful oversight to the event. The positive results were in great part a product of their effort.

We welcome your comments and observations on this document. Plans are now underway for a follow-up program at Expo! Expo! IAEM's Annual Meeting & Exhibition, 29 November – 1 December 2005, in Atlanta, Georgia. The program will focus exclusively on visa issues and challenges. Plan now to join your colleagues for this important event.



Jack Chalden  
Chairman, IAEM U.S. Department of Commerce Liaison Committee

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**About the U.S. Department of Commerce (DOC)  
U.S. Commercial Service**

**International Buyer's Program (IBP)**

The U.S. Commercial Service's International Buyer Program brings thousands of international buyers each year to meet with U.S. companies at major trade shows in the United States. Take advantage of these excellent business opportunities to meet with potential sales representatives and strategic partners at major trade events without ever leaving the country.

[Upcoming Events](#) | [Visiting Buyer Delegations by Show](#)

Each year the U.S. Commercial Service selects and promotes up to 40 trade shows representing leading industrial sectors:

- Information Technology
- Environmental Products and Services
- Medical Equipment and Supplies
- Food Processing and Service
- Packaging
- Building and Construction Products
- Sporting Goods
- Consumer Products

More than 160,000 qualified foreign buyers, prospective sales representatives, and potential business partners attend these shows, giving companies excellent opportunities to meet, network, and develop business partnerships with international buyers, sales representatives, and strategic partners.

U.S. exhibitors at an International Buyer Program event receive many valuable free benefits:

- Meet with qualified foreign buyers, representatives, and distributors from all over the world, selected by U.S. Commercial Specialists staff from our offices in more than 150 cities overseas
- Worldwide promotion of U.S. companies' products and services through the Export Interest Directory, published by the show organizers and distributed to all international visitors attending the show
- Access to hundreds of current international trade leads in specific industry segments
- Hands-on export counseling, marketing analysis, and matchmaking services by country and industry experts from the U.S. Commercial Service
- Use of an on-site International Business Center, where companies can meet privately with prospective international buyers, prospective sales representatives, and business partners and obtain assistance from our experienced U.S. Commercial Service staff.

## **Key Ideas from the User Group To Assist Applicants in the Selection Process**

- Timing is critical. Be aware of deadlines and application requirements.
- Typically, the application process begins twelve to eighteen months before the next full year calendar of approved events is announced.
- The number of shows selected each year will vary. The number can range from 36 to nearly 40.
- The most crucial selection influence comes from the DOC Posts who are actively involved with show management in the solicitation, creation and delivery of buyer delegations.
- Entities involved in the scoring and review of applications include:
  - Foreign Commercial Service
  - Department of State overseas posts
  - International Trade Administration
  - Manufacturing & Services area of U.S. Department of Commerce Commercial Service – Global Trade Programs-Washington
  - Office of Domestic Operations
  - U.S. Export Assistance Center
- For calendar year 2006, a substantial increase in post participation selection process was noted, which is a very encouraging sign.
- If your event was not chosen for IBP status, plan a visit to the DOC office in Washington to discuss strategies for your next application and to pick up tips for increasing international participation even without IBP designation.
- To accelerate your IBP selection potential, personally engage IBP specialists with information about your event and the products and targeted regions you are considering.
- Solicit information about regions of the world where your show's products and services are in demand.
- If international trips are planned by members of your staff or Board of Directors, schedule visits with local commercial offices or embassies to discuss the event and share details with the officers in charge of promotion.
- Familiarize yourself and your team with the government acronyms for organizations, departments, functions and processes. Attached is a list of definitions of acronyms referenced in these User Group reports.

## **BEST PRACTICES / SUCCESSFUL TACTICS**

**Functional Category:** International Development

**Core Subject:** International Delegation Development

**Source:** IAEM/DOC International Buyer Program User Group Meeting  
Rosemont, Illinois - May 2005  
Moderator: Matt Borkowski, Vice President, Fixation Marketing

1. Leadership Issues and Opportunities
  - Identify key Post Commercial Officer (CO). The CO can change with frequent assignment rotations.
  - Identify and engage a Foreign Service National (FSN) with industry sector relationships. Work through DOC export officials or Post project manager.
  - Delegation leadership critical. Twenty-five (25%) percent come without a leader. Communication and business development facilitation suffer.
  
2. Travel Issues/Packaging
  - Work with airlines locally through FSN or travel agents.
  - Be sure to secure extension of any discounts to local attendees not traveling with the delegation.
  - Offer free registration and, where possible, complimentary access to selected paid programming.
  - When possible, negotiate extra hotel group discounts for delegation, plus a complimentary room for the group leader. Consider providing a complimentary room only if predetermined delegation size is reached.
  - Establish firm delegation deadlines to protect hotel blocks/discounts.
  - In larger international markets, work closely with “incentive travel” agencies which are experienced with corporate clients and group travel.
  
3. Communication Issues and Tactics
  - Work through in-country industry trade development organizations, related business publications and trade associations serving the industry or related sectors.
  - Regularly update Post and cooperating organizations.
  - Provide hard-copy and PDF promotional pieces, preferably translated.
  - If Post is able to assist in the translation of selected pieces, provide PDF with logos/graphics but no text, and a corresponding PDF with all graphics including the English text.
  - Consider also providing selected photographic coverage of last year’s show, preferably incorporated in a power point slide presentation for FSN or Post communication use.
  - Consider advertising in *Commercial News USA*, a DOC communication in both print and website formats providing worldwide coverage.
  - For additional reach in developing or secondary country markets covered by the State Department, provide event materials to Commercial/Economic Development Officers at U.S. Department of State offices abroad in addition to your DOC Post circulation.

#### 4. On-Site Services/Amenities

- Facilitate advance matchmaking. If possible, provide exhibitors with a list of delegation participants with contact information, titles and headshots.
- Be sure to provide clear, translated information about on-site transportation services.
- Host dinner for all delegation leaders. Good opportunity to thank them, get feedback, set wheels in motion for next year.
- Stage a delegation welcome briefing and group badge pick-up in the IBC or at a pre-determined location.
- Also see International On-Site Services summary (BP-ID, c) for more ideas on important activities.

## **BEST PRACTICES / SUCCESSFUL TACTICS**

**Functional Category:** International Development

**Core Subject:** The Do's and Don'ts of International Communication

**Source:** IAEM/DOC International Buyer Program User Group Meeting  
Rosemont, Illinois – May, 2005  
Moderator: Chris Brown, Senior Vice President, NAB

### 1. Web Site Functionality

- Be sure the international registration page, housing and exhibitor information can be easily found on the event's web site.
- The "international section" should contain all basic show information. Do not presume the home page will adequately cover the basics for your international site visitors.
- Visa support information is critical. Include clear instructions, sample visa letters, and emphasis on ample lead time.
- Encourage past attendees to note their prior participation at the event in their visa letter. This is an important piece of data and can help expedite approval.
- Update the visa section whenever new or revised visa guidelines develop. Call attention to the changes by a highlighted call to action.
- Consider providing translated information in other areas of the web site such as press releases, exhibit/pavilion participation, selected educational programming.
- Be sure web-site/registration page is linked to the DOC IBP and cooperating Post websites overseas.

### 2. Translation Practices

- Most shows translate information in the international section into seven to 10 languages.
- The most common languages are:
  - Cantonese Chinese
  - French
  - German
  - Italian
  - Japanese
  - Korean
  - Portuguese
  - Spanish
- Translation assistance can come from commercial services, related industry publications, local university resources and travel partners.
- Your in-country DOC Post can also provide assistance with translation oversight and cultural nuances.
- Some shows have worked with local agents or cooperating in-country organizations to develop an "official" site that serves a particular country/ language to provide more comprehensive translated information than the international section of the domestic site.

### 3. Exhibitor Support Via the Website

- Identify exhibitor international country targets and service capability in the website.
- Consider offering exhibitor “virtual booth” features with translations for targeted countries.

### 4. Print Guidelines

- Many show organizers are doing less international direct mail in favor of more cost effective electronic communications.
- For targeted “very important persons” VIP communications, however, printed materials continue to be more effective.
- Be sure to include your website link to the international or country specific sections in all international print pieces.
- For international direct mail pieces, rely upon more graphics illustrations and photographs and less upon extensive text.

## BEST PRACTICES / SUCCESSFUL TACTICS

**Functional Category:**            **International Development**

**Core Subject:**                **International Pavilion Development**

**Source:**            IAEM/DOC International Buyer Program User Group Meeting  
Rosemont, Illinois – May, 2005  
Moderator: Cherif Moujabber, President, Creative Expos and  
Conferences

### 1. Targets/Industry Dynamics

- Gauge industry growth, appetite for globalization
- Assess product competition, influence of international products
- Review the Country Commercial Guide (by DOC) for data on country economic and export issues
- Contact the Foreign Service National representative at each DOC Post you elect to work with for information on that country's potential for pavilion participation
- Visit shows where targeted countries stage pavilions for contacts and prospecting
- Check your show database for non-exhibiting foreign manufacturers who are already visiting your show
- Do not pre-judge country pavilion potential. Because of new funding, emerging products or changes in business development strategies, successful pavilions can come from some unlikely candidates

### 2. Partners/Resources

- Funding authorities – government trade development initiative, chamber of commerce or other business groups, all are potential resources for underwriting all or a portion of the exhibit space, booth costs, operations expenses and travel.
  - One or more in-country trade associations to endorse and/or identify potential participants.
  - Sales agency (see criteria below)
  - A three legged support structure addresses the three fundamental needs of a successful pavilion initiative:
    - support funding,
    - respected industry endorsement
    - a competent, focused sales effort.
- Absent any one of these, and the effort will be seriously handicapped.
- The DOC Post is also critical for counsel, opening the doors to three essential entities and lending critical credibility to the initiative.
  - Business Council/Chamber group endorsements also bring value in visibility, endorsement and access to potential participants.

### 3. Sales Agency Selection Criteria

- The organization should have experience and a working knowledge of your industry/sector.
- Of equal importance is experience in the art of exhibitor sales.
- A sales agent should have a solid sales track record and credibility within the industry.

- Existing relationships and good communication skills are essential.
- The professional assistance of a US based international expert experienced in pavilion development for US trade shows who also has multi-country contacts in the above areas is also an essential resource.

#### 4. Sales Commission Structure

- The average commission rate for pavilion sales efforts in US shows is 15 to 25%, with up to 30% in special cases.
- Repeat sales earn lower rates.
- Sponsorship sales can also be included in the sales agreement.
- Exclusivity clauses are common to protect the sales agent.
- Minimum net square feet (NSF) should be established to both encourage aggressive sales and to provide a commission free exit if sales fail to reach a level sufficient to support a pavilion.

## **BEST PRACTICES / SUCCESSFUL TACTICS**

**Functional Category:** International Development

**Core Subject:** Accelerating International Attendance Promotion With DOC Posts

**Source:** IAEM/DOC International Buyer Program User Group Meeting  
Rosemont, Illinois – May, 2005  
Moderator: Dennis Slater, President, Association of Equipment Manufacturers

### 1. Post Relationship Building

- Identify Post officers/leadership
- Open dialogue with each Post to determine their level of interest, internal capabilities, knowledge of your industry, relationships with industry leaders/organizations
- Visit as many Posts as possible to build personal relationships with key personnel.
- Consider organizing a key exhibitor mission to targeted markets to establish industry/related association links.
- Jointly develop regional game plan, timetable
- Maintain year round contact with Posts to sustain a positive working relationship on delegation development, attendance promotion and pavilion development support.
- Consider developing cooperative relationships with related shows in major markets for booth trade outs and cross-promotion.

### 2. Communication Tools and Practices

- Start early...at least six months in advance of the show.
- Determine which communication vehicles work in the region; customize to interests/markets/developments in the target market.
- Assess the depth and age of the Post database for your industry.
- Provide the Post with relevant pulls from your database: past attendees/prospects from their region, registration data as it becomes available for the current show, data from publication partners/list resources.
- Collaborate with exhibitors to identify key company targets.  
Ask your leading exhibitors to engage their local reps/field agents/distributors to attend and bring key customers. Assemble key accounts for new product roll-outs, demonstrations, relationship building.
- Examine local advertising opportunities. Design local e-mail and direct mail campaigns.
- Provide translated messaging/vehicles: e-mail campaigns, brochures, videos, in-country trade advertising.
- Provide Posts with listings of past attendees and addresses for Post outreach.
- Consider travel subsidies/housing incentives for targeted VIP individuals and groups. In addition to key accounts, consider regional trade press, association execs, FSN officials.
- Extend speaking roles to qualified delegates and VIPs.
- Organize key market end user briefings by visiting in-country experts for interested exhibitors and attendees.

### 3. Post Role and Responsibility Planning

- Delegation development, packaging, leadership. Also see [International Delegation Development](#)
- International business center functions. Also see [On-Site International Services](#)
- Special events and matchmaking. Also see [On-Site International Services](#) and [Targeting International VIPs](#).
- Ask Posts for association listings with key contacts, major show organizers in the field, leading distributors for specialized and personalized promotional initiatives.
- Ask Post to enlist any other relevant US Government agencies who have an in-country presence to assist in outreach efforts.

## **BEST PRACTICES / SUCCESSFUL TACTICS**

**Functional Category:** International Development

**Core Subject:** On-Site International Services

**Source:** IAEM/DOC International Buyer Program User Group Meeting  
Rosemont, Illinois – May, 2005  
Moderator: Jacqueline Russo, Vice President, Kuehne-Nagel

### 1. The International Business Center

- Provide “in center” registration services.
- Private meeting rooms and at least one larger conference room should be provided, scheduled and maintained.
- Basic business center services should be provided “in center” or be easily accessible. Internet access and copying services are most in demand.
- The location of the center should be highly visible and prominently referenced in directional signage and listings. Ideally, the IBC should not be on the show floor, but near international registration, in a high traffic area, but not too far from the show floor to facilitate convenient access for both exhibitors and international visitors. The reason for an off-floor location is to accommodate meetings, appointments and to provide a gathering place beyond the scheduled show hours.
- Matchmaking services should be facilitated in the center and in event communications.
- Multi-lingual brochures on basic show information should be provided.
- Interpreter services should be provided to facilitate “in-center” dialog. Show floor interpreter services should also be provided, but most commonly these are offered on a fee-basis through a show approved contractor.
- A welcome desk and ample lounge capacity are needed.
- Provide adequate computer support for internet access within the center.
- Include foreign language signage/instructions in the IBC and registration areas.
- Product locators, show agenda services and messaging in or near the IBC are heavily used and highly valued.
- Refreshments should be provided on each show day. This is a popular sponsorship opportunity.

### 2. Special Events/Other On-Site Issues/Opportunities

- Watch flag usage...etiquette, key delegation voids, etc.
- Stage a well publicized pre-show or first day international orientation.
- Extend or identify free educational programming
- Invite local trade development/Embassy personnel
- Schedule frequent photo shoots
- Facilitate media interaction/interviews
- Organize appropriate pre, evening and post event tours and local entertainment opportunities
- Consider simultaneous translation services for keynotes, large plenary and educational sessions.
- Consider using foreign students from local universities to help with IBC interpreting, hosting and registration.

- Consider staging an international reception and other networking events where delegates can connect with exhibitors.
- Provide on-site matchmaking services.
- Some events have provided pre-recorded and translated guided tour headsets for event and show floor information either on a generic event format or focused on selected product categories. This is often offered as a sponsorship opportunity.
- Integrate appropriate international content into educational programming such as market report sessions on economic conditions in key global markets.
- Consider providing live or filmed coverage of keynotes along with CNN news in the IDC. Another sponsorship opportunity.
- Be sure senior staff visits the area frequently.
- Also see [Targeting International Decision Makers/VIPs](#).

## **BEST PRACTICES / SUCCESSFUL TACTICS**

**Functional Category:** International Development

**Core Subject:** Targeting International Decision Makers/VIPs

**Source:** IAEM/DOC International Buyer Program User Group Meeting  
Rosemont, Illinois – May, 2005  
Moderator: Brian Casey, President, Next Generation Event Group

### 1. Identifying Targeted VIPs

- Get exhibitors involved. Target companies with international offices, aggressive international programs, and identified key players.
- Identify local experts active in your industry to identify key business and government contacts.
- Partner with international “sister” organizations. Meet in person. Exchange data. Consider booth space exchange, reciprocal on-site VIP dinners.
- Ask trade publications for VIP names/contact information.
- Seek VIP information from your travel partners.
- Buy segmented mailing lists.
- Gather DOC Post contact information.
- Title search existing mailing lists.

### 2. Communicating with Targeted VIPs

- For top prospects, arrange visits in their facility and get to know the prospects and build relationships. Seek assistance from exhibitors, organizations, DOC.
- Personalize invitations from your President or CEO.
- Include VIP testimonials in brochures.
- For balance, target VIPs by industry segments.
- Add to electronic e-mail campaigns. Send information relevant to their needs and business sector. Do not spam.
- Collaborate with “sister” organizations to communicate with VIP candidates. Reciprocate.
- Issue special invitations to VIP-only events/receptions.
- Partner with appropriate global publications.
- Consider establishing specialized networking mechanisms for major international buyers and executives of exhibiting companies – private receptions, briefings, special after hour events.
- Consider similar opportunities for interaction with key members of the international media.

### 3. Servicing Targeted VIPs

- Consider free accommodations. Seek exhibitor support. Include room amenities, welcome materials/messages.
- For some, arrange free air and airport pick-up.
- Provide free access to all programming, reserved seating.
- Arrange VIP dinners/receptions with industry leaders and government officials.
- Provide separate VIP lounge and private meeting rooms.
- Conduct private tours of the exhibit floor.

- Provide interpreting services as needed.
- Facilitate access to the media.
- Announce that officials are in attendance.
- Update exhibitors in newsletters, e-mail campaigns.
- Arrange photo shoots with industry VIPs. Present appropriate gifts.
- Follow-up with thank you from senior staff. Seek feedback via surveys or short question and answer e-mail.

#### 4. VIP Challenges

- Getting VIPs to stay longer. Busy schedules often translate into brief show visits.
- Facilitating VIP to VIP matchmaking. Video conferencing is underutilized in enhancing communication and extending the reach and impact of the event

## Appendix A - U.S. Government Acronyms & Contact Information

AMENBASSY:	U.S. Embassy <a href="http://usembassy.state.gov/">http://usembassy.state.gov/</a>
AMCONSUL	U.S. Consulate <a href="http://usembassy.state.gov/">http://usembassy.state.gov/</a>
CIC:	Center for International Commerce (Different shows call this facility by different names, such as International Marketing Center or International Business Center)
DOC:	U.S. Department of Commerce <a href="http://www.commerce.gov/">http://www.commerce.gov/</a>
FCS:	Foreign Commercial Service <a href="http://www.export.gov/comm_svc/">http://www.export.gov/comm_svc/</a>
GTP:	Global Trade Programs <a href="http://www.export.gov/comm_svc/EPS_definitions.html">http://www.export.gov/comm_svc/EPS_definitions.html</a>
IBP:	International Buyer Program <a href="http://www.export.gov/comm_svc/intl_buyer_program.html">http://www.export.gov/comm_svc/intl_buyer_program.html</a>
IBC:	International Business Center (Different show call this facility by different names, such as Center for International Commerce or International Marketing Center)
IMC	International Marketing Center (Different show call facility by different names, such as Center for International Commerce or International Business Center)
ITA:	International Trade Administration <a href="http://www.ita.doc.gov/">http://www.ita.doc.gov/</a>
MAS/M&S:	Manufacturing & Services area of U.S. Department of Commerce <a href="http://www.ita.doc.gov/td/td_home/tdhome.html">http://www.ita.doc.gov/td/td_home/tdhome.html</a>
ODO:	Office of Domestic Operations <a href="http://www.export.gov/comm_svc/index.html">http://www.export.gov/comm_svc/index.html</a>
OIO:	Office of International Operations <a href="http://www.export.gov/comm_svc/index.html">http://www.export.gov/comm_svc/index.html</a> Regional Designations: ANESA                      Africa/Near East EUR                            Europe EAP                            East Asia/Pacific WH                             Western Hemisphere

TFC: Trade Fair Certification Program  
[http://www.export.gov/comm\\_svc/trade\\_fair\\_certification.html](http://www.export.gov/comm_svc/trade_fair_certification.html)  
 Trade Fair Certification Program  
 U.S. Department of Commerce  
 14th & Constitution Ave., NW, Room 2116  
 Washington, DC 20230  
 Phone 202-482-2525 / Fax: 202-482-0115

USEAC: U.S. Export Assistance Center

USCONGEN: U.S. Consulate General

USCONSUL: U.S. Consulate

USDOC: U.S. Department of Commerce <http://www.commerce.gov/>

US&FCS: U.S. & Foreign Commercial Service  
 USCS: U.S. Commercial Service (same as US&FCS)  
[http://www.export.gov/comm\\_svc/](http://www.export.gov/comm_svc/)

### General Organizational Structure and Key Contacts

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IAEM gratefully acknowledges the IAEM U.S. Department of Commerce Liaison Committee, moderators, and participants.

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Derek Miller, International Housewares Association  
Ben Neji, Printing Association of Florida  
Judy Novak, William T. Glasgow Inc  
Yolanda Obando, World Market Center-Las Vegas  
Brian Perkins, Diversified Business Communication  
Jenni Punchard, Packaging Machinery Manufacturers Institute  
Janay Rickwalder, International Sign Association  
Joe Rosone, Access Intelligence  
Gary Schulz, World Ag Expo  
Denyse Selesnick, CEM, International Trade Information Inc  
Pam Simons, American Water Works Association  
Kimberly Sterling, IPC  
Laura Thompson, Packaging Machinery Manufacturers Institute  
Klaus Winkler, International Communications Industries Association, Inc. (ICIA)

## Appendix C – 2007 IBP Application

June 30, 2005

Dear *International Buyer Program* Applicant:

The U.S. Department of Commerce is currently accepting applications for the *International Buyer Program*. We are pleased to provide you with this application kit for your use in gaining consideration for inclusion on our schedule for fiscal year 2007.

The *International Buyer Program* will select approximately 40 domestic trade shows for Fiscal Year 2007+ (October 1, 2005 through December 31, 2007). The program will be moving from a Fiscal Year to Calendar Year basis starting with this application. The program encourages the export of U.S.-made products by matching international buyers with domestic firms. We work closely with show organizers to promote attendance at selected events on a worldwide basis through our overseas offices as well as provide on-site management of International Business Centers (IBCs). Each selected show is required to pay a fee of \$8,000 (\$14,000 for shows with multiple IBCs).

To apply, please submit two copies (on company letterhead) of the information requested in the enclosed application. Also, please submit a copy of your application on a 3.5" diskette, or as an email attachment with confirmed receipt. (The application should be saved on the diskette, or transmitted as an ASCII (DOS) Text file or Microsoft Word document). **NOTE:** If downloading from the website, please remember to submit an ASCII (DOS) text copy of your application on a 3.5" diskette or email attachment, in addition to the two hard copies.

Applications must be received on or before **August 30, 2005**. Late applications will not be considered. Applicants submitting incomplete applications will be notified of any deficiencies in their applications and their applications will not be considered unless the missing information is provided. Applications may be submitted via email. Such email submissions must be followed by delivery of a signed original application within seven days to be considered.

Please send all applications to Jim Boney, U.S. Department of Commerce, International Buyer Program, 14th & Constitution Ave., NW, Room 2107, Washington, D.C. 20230. **It is strongly suggested that all applications be sent via overnight mail to ensure on-time delivery. Alternatively applicants may transmit their application as an email attachment.**

Please review the enclosed application, Memorandum of Understanding (MoU) and Federal Register Notice for more information about the program.

Please note that the MoU is a generic copy enclosed **for information purposes only**. Those applicants whose shows are selected will receive an MoU altered specifically for that show.

If you have any questions regarding the application process, please feel free to contact Jim Boney at tel: 202-482-0146, fax: 202-482-0115/0872, or e-mail: to: Jim.Boney@mail.doc.gov.

Sincerely,

Jim Boney  
Manager  
International Buyer Program  
IAEM  
8111 LBJ Freeway, Ste 750  
Dallas, Texas 75252 USA  
+1 972-458-8002 ♦ +1 972-458-8119  
[www.iaem.org](http://www.iaem.org) ♦ iaem@iaem.org

## INTERNATIONAL BUYER PROGRAM APPLICATION FY 2006

(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 which 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 FY2007 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 FY2007 IBP (October 1, 2005 through December 30, 2007)."

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Public reporting for this collection of information is estimated to be 190 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.

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[Federal Register: June , 2005 (Volume , Number )]  
[Notices]  
[Page 35385-35386]  
From the Federal Register Online via GPO Access [wais.access.gpo.gov]  
[DOCID:fr13jn03-50]

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DEPARTMENT OF COMMERCE

International Trade Administration

[Docket No.]

International Buyer Program Support for Domestic Trade Shows

AGENCY: International Trade Administration.

ACTION: Notice and call for applications for the FY 2007 International Buyer Program.

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SUMMARY: This notice sets forth objectives, procedures and application review criteria associated with the International Buyer Program (IBP) of the U.S. Department of Commerce (DOC), to support domestic trade shows. Selection is for the International Buyer Program for Fiscal Year 2007 (October 1, 2005 through December 30, 2007).

The IBP was established to bring international buyers together with U.S. firms by promoting leading U.S. trade shows in industries with high export potential. The IBP emphasizes cooperation between the DOC and trade show organizers to benefit U.S. firms exhibiting at selected events and provides practical, hands-on assistance such as export counseling and market analysis to U.S. companies interested in

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exporting. The assistance provided to show organizers includes worldwide overseas promotion of selected shows to potential international buyers, end-users, representatives and distributors. The worldwide promotion is executed through the offices of the DOC United States and Foreign Commercial Service (hereinafter referred to as the Commercial Service) in approximately 74 countries representing America's major trading partners, and also in U.S. Embassies in countries where the Commercial Service does not maintain offices. The Department expects to select approximately 40 shows for FY2007 from among applicants to the program. Shows selected for the IBP will provide a venue for U.S. companies interested in expanding their sales into international markets.

DATES: Applications must be received by August 30, 2005. Contributions (discussed below) are for shows selected and promoted during the period between October 1, 2006, and December 30, 2007.

ADDRESSES: Global Trade Programs/International Buyer Program, U.S. Commercial Service, International Trade Administration, U.S. Department of Commerce, 14th & Constitution Avenue, NW., H2107, Washington, DC 20230. Telephone: (202) 482-0146 (For deadline purposes, facsimile or email applications will be accepted as interim applications, to be followed by signed original applications).

FOR FURTHER INFORMATION CONTACT: Jim Boney, Manager, International Buyer Program, Room 2107, Global Trade Programs, U.S. and Foreign Commercial Service, International Trade Administration, U.S. Department of Commerce, 14th & Constitution Avenue, NW., Washington, DC 20230. Telephone: (202) 482-0146; Fax: (202) 482-0115; E-mail: [Jim.Boney@mail.doc.gov](mailto:Jim.Boney@mail.doc.gov).

SUPPLEMENTARY INFORMATION: The Commercial Service is accepting applications for the International Buyer Program (IBP) for events taking place between October 1, 2006, and December 30, 2007. A contribution of \$8,000 for shows of five days or less is required. For shows requiring more than one International Business Center, a contribution of \$14,000 is required.

Under the IBP, the Commercial Service seeks to bring together international buyers with U.S. firms by selecting and promoting, in international markets, U.S. domestic trade shows covering industries with high export potential. Selection of a trade show for the IBP is valid for one event, i.e., a trade show organizer seeking selection for a recurring event must submit a new IBP application to be considered for each occurrence of the event. Even if the event occurs more than once in the 12-month period covering this announcement, the trade show organizer must submit a separate application for each event.

The Commercial Service will select approximately 40 events to support between October 1, 2006, through December 30, 2007. The Commercial Service will select those events that, in its judgment, most clearly meet the Commercial Service's statutory mandate to promote U.S. exports, especially those of small and medium size enterprises and that best meet the selection criteria articulated below.

Successful show organizer applicants will be required to enter into a Memorandum of Understanding (MoU) with the DOC. The MoU constitutes an agreement between the DOC and the show organizer specifying which responsibilities are to be undertaken by DOC as part of the IBP and, in turn, which responsibilities are to be undertaken by the show

organizer. Anyone who requests information regarding applying will be sent a copy of the MoU along with the application package. The responsibilities to be undertaken by DOC will be carried out by the Commercial Service.

The Department selects trade shows to be IBP partners that it determines to be leading international trade shows appropriate for participation by U.S. exporting firms and for promotion in overseas markets by U.S. Embassies and Consulates. Selection as an IBP partner does not constitute a guarantee by the U.S. Government of the show's success. IBP partnership status is not an endorsement of the show organizer except as to its international buyer activities. Non-selection should not be viewed as a finding that the event will not be successful in the promotion of U.S. exports.

Exclusions: Trade shows that are either first-time or horizontal (non-industry specific) events will not be considered.

General Selection Criteria: The Department will select shows to be IBP partners that, in the judgment of the Department, best meet the following criteria:

(a) Export Potential: The trade show promotes products and services from U.S. industries that have high export potential, as determined by DOC sources, e.g., Commercial Service best prospects lists and U.S. export statistics (certain industries are rated as priorities by our domestic and international commercial officers in their Country Commercial Guides).

(b) International Interest: The trade show meets the needs of a significant number of overseas markets and corresponds to marketing opportunities as identified by the posts in their Country Commercial Guides (e.g., best prospect lists). Previous international attendance at the show may be used as an indicator.

(c) U.S. Content of Show Exhibitors: Trade shows with exhibitors featuring a high percentage of U.S. products or products with a high degree of U.S. content will be preferred. To be considered ``U.S.'', products and services to be exhibited must be produced or manufactured in the U.S., or if produced or manufactured outside of the U.S., the products or services must contain at least 51% U.S. content and must be marketed under the name of a U.S. firm.

(d) Stature of the show: The trade show is clearly recognized by the industry it covers as a leading event for the promotion of that industry's products and services, both domestically and internationally, and as a showplace for the latest technology or services in that industry or sector.

(e) Exhibitor Interest: There is demonstrated interest on the part of U.S. exhibitors in receiving international business visitors during the trade show. A significant number of U.S. exhibitors should be new-to-export or seeking to expand sales into additional international markets.

(f) Overseas Marketing: There has been a demonstrated effort to market prior shows overseas. In addition, the applicant should describe in detail the international marketing program to be conducted for the event, explaining how efforts should increase individual and group international attendance. Planned cooperation with Visit USA Committees overseas is desirable.

(g) Logistics: The trade show site, facilities, transportation services, and availability of accommodations are in the stature of an international-class trade show.

(h) Cooperation: The applicant demonstrates a willingness to

cooperate with the Commercial Service to fulfill the program's goals and to adhere to target dates set out in the MoU and the event timetable, both of which are available from the program office (see FOR FURTHER INFORMATION section above on when, where, and how to apply). Past experience in the IBP will be taken into account in evaluating current applications to the program.

Legal Authority: The Commercial Service has the legal authority to enter into MoUs with for-profit show organizers and other groups (partners) under the provisions of the Mutual Educational and Cultural Exchange Act of 1961 ((MECEA), as amended (22 U.S.C. Section 2455(f)) MECEA allows the Commercial Service to accept contribution of funds and services from firms for the purposes of furthering its mission. The statutory program authority for the Commercial Service to conduct the International Buyer Program is 15 U.S.C. 4724.

The Office of Management and Budget (OMB) has approved the information collection requirements of the application to this program under the provisions of the Paperwork Reduction Act of 1995 (44 U.S.C. 3512 et seq.) (OMB Control No. 0625-0151). 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.

Donald Businger,  
Director, Office of Trade Event Programs, U.S. and Foreign  
Commercial Service, International Trade Administration, Department of  
Commerce.

[FR Doc. 03-15027 Filed 6-12-03; 8:45 am]

**MEMORANDUM OF AGREEMENT  
BETWEEN THE  
UNITED STATES AND FOREIGN COMMERCIAL SERVICE,  
INTERNATIONAL TRADE ADMINISTRATION,  
U.S. DEPARTMENT OF COMMERCE  
AND**

**INTERNATIONAL BUYER PROGRAM**

**October 1, 2006 – December 31, 2007**

**I. PARTIES**

**This constitutes an agreement between the United States and Foreign Commercial Service (hereinafter referred to as the Commercial Service or USCS), International Trade Administration (ITA) of the U.S. Department of Commerce (DOC), and \_\_\_\_\_, hereinafter referred to as the Show Organizer, for export promotion activities to be undertaken by the USCS Office of Trade Event Programs, Global Trade Programs (formerly Export Promotion Services), and the Show Organizer under the International Buyer Program (IBP).**

**II. AUTHORITIES**

The Commercial Service has the authority to engage in this project with the Show Organizer under:

- (1) The Mutual Educational and Cultural Exchange Act (MECEA) of 1961, (22 U.S.C. Sections 2455(f) and 2458 (c)), as incorporated into ITA's annual appropriations act, Public Law \_\_\_\_\_.
- (2) 15 U.S.C. Sections 4721 and 4724, which, respectively, provide that the Commercial Service shall promote U.S. exports, particularly by small- and medium-size enterprises (SMEs), and authorizes the Department of Commerce to provide assistance to trade shows in the United States.

**III. PURPOSE**

Pursuant to this agreement, the parties will cooperate to promote the success of the International Buyer Program. The IBP was established to promote U.S. exports by bringing international buyers together with U.S. firms through promoting leading U.S. trade shows in industries with high export potential. The International Buyer Program benefits U.S. firms exhibiting at selected events and provides practical, hands-on assistance such as export counseling and market analysis to U.S. companies interested in exporting.

**IV. RESPONSIBILITIES OF THE PARTIES**

**1. Specific Responsibilities of the Department of Commerce:**

For each International Buyer Program Show, the Commercial Service will:

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[www.iaem.org](http://www.iaem.org) ♦ iaem@iaem.org

- (a) Designate a Project Officer as a central contact to work with the Show Organizer on all aspects of promotion abroad and international buyer assistance at the show. The Project Officer will work closely with the Show Organizer's contact to develop an overall promotional plan and timetable to promote the event.
- (b) Advise and work closely with all interested U.S. Embassies and Consulates to encourage maximum trade show promotion, and exposure for those exhibitors indicating export interest.
- (c) Promote industry trade show international attendance through announcements in media available to the targeted international audiences, (e.g., regional and embassy commercial newsletters, and Commercial Service websites).
- (d) Provide the Show Organizer with a functional floor plan of a DOC-designed hard panel system International Business Center (IBC), including furniture requirements, DOC office, conference rooms, lounge area, storage area, and relevant equipment.
- (e) Upon request, provide the Show Organizer with samples of multi-language brochures from previous shows. Provide in electronic format (e.g., Excel® spreadsheet), up-to-date U.S. Embassy and Consulate addresses for mailings, and e-mailings, and if needed, U.S. Government shipping instructions. Coordinate requests for quantities of multi-language brochures required by international posts.
- (f) Provide the Show Organizer, in electronic format, promotional articles about the International Buyer Program, the Commercial Service and the services available to U.S. exhibitors and international visitors at the International Business Center. Coordinating with the Show Organizer, and using the most effective medium (e-mail, fax, postal letter), communicate to all U.S. exhibitors at least one month before the show to promote the IBC and the benefits of the Program.
- (g) Request Commercial Service domestic field units to provide export counseling or specific marketing information to those U.S. firms exhibiting at the show that have indicated a need for such counseling before, during and after the show.
- (h) Give permission to the show organizer for the use of the IBP and USCS logo on those materials (printed and electronic) promoting the above-named event as well as at the event itself, such use being in all cases subject to prior approval by the IBP Project Officer.
- (i) Provide a final show report to the Show Organizer not later than 120 days after the show. This report will be based on data collected by the Show Organizer as well as any post reports reflecting IBP results.
- (j) Provide at the show site:
  - (1) At least one Project Officer who will provide primary management of the IBC, facilitate matching international buyers with exhibiting U.S. companies, and inform U.S. companies about U.S. Department of Commerce products and services and other government export assistance programs;

- (2) Two additional support staff versed in international trade to assist with IBC activities. Where possible, at least one shall be Trade Specialist from a Commercial Service Office and the other an Industry Specialist who will be available during the show to provide additional export counseling;
- (3) Export counseling at the IBC to U.S. exhibitors;
- (4) Assistance to international buyers to help meet their purchasing and representation objectives during the show;
- (5) Commercial Service staff to participate, if appropriate, in special export promotion events specifically aimed at new-to-market and new-to-export firms exhibiting at the trade show.

Note: Any export-related seminars offered at the show should be coordinated with the IBP Project Officer who will provide assistance in planning, selection of speakers, execution, etc.

## **2. Specific Responsibilities of the Show Organizer:**

The Show Organizer will:

- (a) Designate an official authorized to work with the International Buyer Program Project Officer on all aspects of the show promotion as well as a contact during the show to assist with international visitor information and product referral (matchmaking services). The Show Organizer agrees to keep the DOC Project Officer informed of all public and/or private co-sponsors or cooperating entities engaged or active in the international promotion, and agrees to provide coordination between such organizations and the IBP.
- (b) Produce and distribute a multi-language promotional brochure in five or more languages, preferably to be made available in both print and electronic versions: the former in quantities specified by the Project Officer for international distribution and the latter made available on the Show Organizer's show promotion website, in the "International" section. A draft of the brochure must be approved by the Project Officer prior to printing and include the CS logo and information on the International Buyer Program and the services available for the international buyer. These brochures should be printed not less than six months prior to the show in order to maximize the international promotional effort. "Such use of the CS logo shall include the registered trademark ® of the U.S. Department of Commerce, used with permission."
- (c) Produce a one-page advertisement promoting the show in print and electronic versions to be placed in Embassy print and electronic newsletters or other publications. The advertisement should be approved by the Project Officer, have the CS logo prominently and appropriately displayed, and refer international firms to "the Commercial Section of the nearest U.S. Embassy or Consulate" for more information on the show. "Such use of the CS logo shall include the registered trademark ® symbol, and the advertisement shall include the following notice, "The Commercial Service logo is a registered trademark of the U. S. Department of Commerce, used with permission."
- (d) Provide to all Embassies and Consulates worldwide, preferably in Excel® format, the names, titles, company names, and full contact information, including e-mail addresses, of international attendees to the most recent show, sorted by country, to enable the IBP promotional campaign to

reach those previous attendees. If practicable, provide one copy of the most recent show directory/exhibits guide, and a press release directed to prospective international attendees. This information should be included, where appropriate, in the shipment of multi-language brochures. Copies of any promotional advertisements, promotional videos, computer presentations, etc., also should be made available.

- (e) Develop a program to promote the show internationally and describe international marketing efforts to be made for the event for which IBP support is being sought. The program must describe how show management expects to increase individual or group international attendance. The program may include, for example, competitive travel packages; international receptions; waived or reduced admission fees for international attendees to the exhibition and/or conference; or express willingness to provide funding to posts for special promotional initiatives when such additional efforts are mutually agreed upon. Waived or reduced admission fees are required for international attendees who are members of Embassy-recruited delegations, either led by an Embassy staff member or, in the absence of a delegation leader, identified prior to arrival at the show venue as having been recruited by the Embassy. Delegation leaders must also be provided complimentary admission to the event.
- (f) For each International Business Center (IBC) (see (k) below), provide executive-level complimentary housing for at least three (3) Commerce Department staff representatives who will constitute the event staff to manage and operate the IBC. Should an additional IBC be required in the same or a separate exhibition/conference center, executive-level complimentary housing for three additional Commerce Department staff representatives will be required. Also, provide complimentary housing to any Commercial Service or State Department international staff person organizing and leading a delegation of fifteen or more members, unless alternative arrangements are mutually concluded between the Commercial Service and the Show Organizer. Whenever possible, delegation leaders should be housed in the same hotel as their delegation.
- (g) Additional complimentary housing should be provided to one or two supplemental staff leading and/or supporting delegations of 30 or more buyers.
- (h) Provide international posts with hotel information at least six months prior to the event. Coordinate hotel reservations arrangements. Coordinate with U.S. Embassies or their designated travel agent for the reservation of blocks of hotel rooms for Embassy delegations.
- (i) With guidance from the Project Officer, and using the most appropriate media for communicating with Show Exhibitors, prepare and distribute an information letter and form to collect exhibitor data on U.S. firms interested in meeting with international business visitors. The form should be sent to U.S. exhibitors approximately five months before the show to determine the exhibiting firm's interest in exporting and their specific international marketing objectives. Information collected must include U.S.-made (see (j)(4)) products or services that the U.S. exhibitors wish to export, international marketing objectives, geographic areas of interest to the company, along with the name of the exhibiting firm's international marketing decision-maker who will be present at the exhibition to address commercial details for the attending international buyer/distributor. U.S. exhibitors opting to respond must certify that the products and/or services they list on the form have 51% U.S. content (see (j)(4)) by signing the data collection instrument.
- (j) Using information gained from the information survey (paragraph (i) above), develop and publish an Export Interest Directory with information on export interests of U.S. Exhibitors.

- (1) For maximum service to exhibitors and international buyers, one electronic copy of the Export Interest Directory (preferable in Excel® or ASCII delimited format) should be provided to the Project Officer for distribution to all domestic offices (for pre-show exhibitor export counseling) and all posts internationally (for buyer planning) 30 days prior the show. The Show Organizer agrees to provide printed copies of the Export Interest Directory to all international attendees at the show. Computer product/exhibitor search facilities may not be substituted for the printed Export Interest Directory at the show.
  - (2) To assist international posts' promotional efforts, where possible a copy of the current list of all firms exhibiting at the event will be provided in electronic format to international posts no less than sixty (60) days prior to the show start date.
  - (3) The organizer may not charge exhibitors for inclusion in the Export Interest Directory, nor sell advertising space therein. Sponsorships may be sold to exhibitors listed in the Directory, however entries in the Directory must be uniform in size, limited to factual, non-comparative statements. Sponsors' names may appear in an area of the Directory that is separate from the listing of export-interested exhibitors.
  - (4) NOTE: In accordance with DOC policy, products and services included in the Export Interest Directory must be either: (i) produced or manufactured in the United States, or, (ii) if produced or manufactured outside of the United States, must contain at least 51 percent U.S. content and must be marketed under the name of a U.S. firm.
  - (5) In addition to a print version for distribution at the show, Export Interest Directory information should be provided to the Project Officer in one of the following formats: ASCII delimited, Microsoft Access, or Microsoft Excel. Provide the company name, contact name, contact title, address, city and state, zip code, telephone number, fax number, E-mail, Web site, products and geographical areas of interest.
- (k) Establish an International Business Center (IBC) at the show, (see IV.1.(d)), in a prominent location adjacent to the main registration area with conspicuous display of signage throughout the show to indicate its location. Signage at the IBC should prominently identify the US Department of Commerce (DOC) as operator of the facility for the Show Organizer. The IBC should consist of a lounge area, no less than three (3) conference rooms, and a business office for DOC officials. A separate registration area for international visitors (see item (o)) is strongly suggested. The Show Organizer agrees to produce said conference rooms and business office using a hard panel system (IBP recommends clear/smoked walls if possible). DOC design specifications do not allow for pipe and drape at the IBC. Although it is understood that space availability will vary from show to show, the IBC should be a minimum of 1,600 sq. ft. in area. The project officer must be advised no later than 90 days before the event's opening date if the Show Organizer envisions a space significantly less than 1,600 sq. ft. The Show Organizer will staff the IBC with interpreters covering those major language groups deemed most likely to be in attendance at the event. The center should be equipped with at least one telephone and one additional line. Subject to mutual agreement, IBC's should be equipped with a large screen computer, a printer, and an Internet connection. A business service center (photocopying, facsimile service, typing, etc.) for attendees and exhibitors may be located within the IBC. Alternate names for the facility such as "Center for International Commerce" or "International Marketing Center" are permitted.

- (l) Provide for the Project Officer's review a proposed convention center floor layout indicating the location and dimensions of the IBC at least six (6) months prior to the event subject to IBP approval.
- (m) Provide all U.S. exhibitors with information about the IBC and DOC services prior to the show and encourage them to visit the IBC.
- (n) Include a one-page advertisement in the show directory/exhibitors guide highlighting the IBP and the IBC, and publish in the Show Daily or other affiliated industry publications, articles describing the IBP and the services provided at the IBC. The DOC may supply copy.
- (o) Establish a separate international registration area to ease the processing of all international attendees, ensure the DOC Project Officer's access to all international attendees at time of registration and to facilitate distribution of the Export Interest Directory and, if required, International Visitor Interest Cards. The international registration area should be located within the IBC or adjacent to it.

Important: The Show Organizer must provide a cashier to process all international registration and seminar fees. DOC employees are not bonded and, therefore, cannot handle currency.

- (p) Develop or provide as part of the International Business Center capability, a computer-based matchmaking system that captures the registration details of international visitors and that matches product, country, and type of business relationship data factors with exhibiting company profiles in the Export Interest Directory or overall show directory. Alternatively, the Organizer agrees to support more mechanical lead compilation and listing services through the printing and making available of international visitor/exhibitor registration cards for posting and distribution within the International Business Center.
- (q) Distribute the Export Interest Directory to all international attendees.
- (r) Make available at low or nominal charge at the conclusion of the event, the compiled information from International Visitor Interest Cards to all U.S. exhibitors indicating an interest in international business.
- (s) Within three months following the show, send the following information to all U.S. embassies: "Thank you" letter with results of the IBP event (e.g. country attendance comparisons with the previous show), information on the next show, copies of the export interest and show directories, and printout, or electronic database of the International attendees sorted by their respective countries. A copy of the international attendee database should also be provided to the DOC Project Officer.
- (t) Upon notification of acceptance into the IBP, remit the appropriate participation fee with signed Memorandum of Understanding (MOU). This payment is non-refundable and must be received, along with a signed MOU, within 30-45 days of acceptance notification for trade shows scheduled between October 1, 2006 and September 30, 2007. For trade shows scheduled between October 1, 2007 and December 31, 2007, payments must be received no later than January 31, 2007. For this recruitment period the participation fee is \$8,000 per event except that for events requiring an additional IBC in a separate venue, the participation fee will be \$14,000.

## V. CONTACTS

IAEM  
 8111 LBJ Freeway, Ste 750  
 Dallas, Texas 75252 USA  
 +1 972-458-8002 ♦ +1 972-458-8119  
[www.iaem.org](http://www.iaem.org) ♦ iaem@iaem.org

The contacts of each party to this agreement are:

**U.S. Department of Commerce, Global Trade Programs**  
**TBD**

**Trade Show Organizer**  
**TBD**

The parties agree that for any change regarding the information in this section, the party making the change will notify the other party in writing of such change.

## VI. PERIOD OF AGREEMENT, MODIFICATION, AND OTHER PROVISIONS

This agreement will become effective when signed by both parties. The agreement will terminate on December 31, 2007, but may be amended or extended at any time by mutual written consent of the parties. ITA's participation beyond September 30, 2006 is contingent upon continued authorization for ITA to operate under the authority of MECEA.

Either party may terminate this agreement by providing 30 days written notice to the other party. In the event this agreement is terminated, each party shall be solely responsible for the payment of any expenses it has incurred. This agreement is subject to all applicable laws and regulations and the availability of appropriated funds.

Should disagreement arise on the interpretation of the provisions of this agreement, or proposed amendments and/or revisions thereto, that cannot be resolved at the operating level, the areas of disagreement shall be stated in writing by each party and presented to the other party for consideration. If agreement at the operating level is still not reached within thirty (30) days, the parties shall forward the written presentations of the disagreement to the agreement signatories or to their respective appropriate higher levels of management for resolution.

\_\_\_\_\_  
Show Organizer, Title

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Date

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Show Organizer, Title

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Date

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Show Organizer, Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Event Name

\_\_\_\_\_  
Donald Businger  
Director  
Office of Trade Event Programs  
U.S. & Foreign Commercial Service  
International Trade Administration  
U.S. Department of Commerce

\_\_\_\_\_  
Date