

In the case of the America Week program, confirmed export sales include only the foreign retailers' initial purchase of U.S. goods for sale during those promotions.

Other measures of program effectiveness are also available. Most important among these is the number of new sales representatives for U.S. products resulting from the promotional activities. The sales of these representatives are included in the 12-month confirmed sales data which provide the basis for the cost-effectiveness ratios. It should be noted, however, that additional export sales by these representatives continue on, and often increase, in subsequent years. These results, which cannot be measured easily, would raise the level of sales above that used in the present cost-effectiveness ratios.

To improve further the scope of the present measure of program effectiveness, techniques are now being developed to measure some of the side effects of these promotional programs. For example, increases in exports of spare or replacement parts and product service follow the initial sales achieved through the exhibitions, but are not included in present program measurements. With respect to America Week promotions, the Department now asks participating foreign retailers to provide reports on additional sales in the first 12 months following these promotions in order to acquire data more comparable to that available for other programs.

EVALUATION BY PROGRAM

Trade and Industrial Exhibitions

The program was initiated in Fiscal Year 1963. These exhibitions, generally known as U.S. Commercial Exhibitions, take place in established international trade fairs and, since March 1966, as solo exhibitions in particularly promising markets where no suitable fair exists. Their primary purpose is to increase U.S. exports by assisting U.S. manufacturers in distributing and selling their products abroad. These exhibitions are aimed almost exclusively at trade audiences. A customer identification and market promotion campaign precedes each exhibition to assure that the market's best business prospects are attracted to the exhibition.

Analysis of costs and results for Trade and Industrial Exhibitions shows a greatly increased cost-effectiveness ratio between Fiscal Years 1964 and 1966, when the ratio increased from 8 to 1 to 13 to 1. In 1967 further improvement was registered. Several factors are involved in this improvement: (1) in recent years careful research has been conducted to identify market opportunities of high potential; (2) intensive market promotion work was instituted during Fiscal Year 1966; and (3) costs have been reduced.

TRADE AND INDUSTRIAL EXHIBITIONS—COSTS AND ACCOMPLISHMENTS, FISCAL YEAR 1964-67

[Dollars in thousands]

Fiscal year	Number of exhibitions	Commerce appropriated costs	Confirmed sales at show and for 1 year after ¹	Ratio of total confirmed sales to appropriated costs
1964.....	12	\$2,092	\$16,491	8 to 1.
1965.....	13	2,463	16,188	7 to 1.
1966.....	22	3,316	43,368	13 to 1.
1967 ²	20	3,682	51,566	14 to 1.

¹ Confirmed sales are computed on the basis of sales reported by exhibitors in response to a followup survey made 1 year after close of exhibition.

² Partial projection.

Trade Centers

U.S. Trade Centers provide permanent exhibition facilities in major commercial areas abroad. Their purpose is to assist U.S. manufacturers in establishing and selling their products in these markets. The six Trade Centers now operating average seven to nine product exhibitions a year, with an average of 30 to 35 U.S. firms participating in each major show. Between these regular exhibitions, the Centers are used by individual firms, associations and other groups for a variety of promotional purposes, such as product demonstrations, window displays and sales conferences. These "between-shows" activities add significantly to the sales returns from the Centers. For example, in the table