

Relationship of Fees to Other Exhibition Costs

Recognizing that firms should bear a share of the costs of the export promotion programs since they are direct beneficiaries, Commerce collects fees from participating firms (often referred to as "industry contributions"). The following tables show the relationship of exhibitors' fees in relation to exhibition costs for Trade Centers and Trade and Industrial Exhibitions.

(These costs do not include expenses borne directly by exhibitors such as the cost of packing, shipping and insuring the exhibits nor the expenses of providing sales representatives at exhibits).

RELATIONSHIP OF FEES TO OTHER EXHIBITION COSTS—TRADE CENTERS

Fiscal year	Number of trade centers	Number of exhibitions	Number of exhibitors	Total direct cost ¹	Commerce appropriated funds	Percent of industry contributions to total cost
1964.....	5	30	1,080	\$1,885,000	\$1,796,000	4.7
1965.....	6	41	1,374	1,943,000	1,826,000	6.0
1966.....	6	43	1,441	2,275,000	2,044,000	10.2
1967.....	6	43	1,390	2,544,000	2,248,000	11.6

¹ Total direct cost equals the sum of appropriated cost and industry contributions.

RELATIONSHIP OF FEES TO OTHER EXHIBITION COSTS—TRADE AND INDUSTRIAL EXHIBITIONS

[Dollars in thousands]

Fiscal year	Number of exhibitions	Number of exhibitors	Total direct cost ¹	Commerce appropriated funds	Percent of industry contributions to total cost
1964.....	12	403	\$2,229	\$2,092	6.1
1965.....	13	538	2,687	2,463	8.3
1966.....	22	970	3,722	3,316	12.1
1967.....	20	964	4,306	3,682	14.5

¹ Total direct cost equals the sum of appropriated cost and industry contributions.

NOTES

1. Report filled out by exhibitor at conclusion of exhibit.
2. Followup report completed by exhibitor a year after the promotional event.