



ROGERS WORLDWIDE (USA)

*"You Travel the world with your Business,  
we make sure your Exhibit does too."*

---

## FAQ - Shipping to U.S. Tradeshows

---

**Q: Should I ship to the U.S. via air freight or ocean freight?**

**A:** Shipping via ocean freight is generally less expensive than shipping via airfreight. However, the transit time is much longer. Shipments from most foreign points of origin outside North America require 30-45 days of transit time via ocean freight. Foreign shipments to the U.S. via air freight require 1-7 days of transit time. Some shipments, such as large machinery, can only be sent via ocean freight.

**Q: How long does it take to clear U.S. Customs and Border Protection?**

**A:** Currently it takes from 1-3 business days to clear air freight shipments and 3-5 days to clear ocean freight shipments through U.S. Customs and Border Protection. If the shipments are chosen for intensive exam, the goods must be transported to an examination station and an additional 5-10 days will be added to the clearance time.

**Q: What is a Trade Fair Entry?**

**A:** Applies to tradeshows certified under the Trade Fair Act of 1959. A trade fair entry allows shipments to be entered into the U.S. on a temporary basis without penalty if the goods are not re-exported. In lieu of duty, Rogers Worldwide will post a bond on the exhibitor's behalf. Goods may only remain in the U.S. as temporary imports for ninety days from the commencement date of the show. However, this is often ample time for the exhibitors and their buyers to work out payment and delivery arrangements.

In the absence of the duty exempt status, exhibitors have only three other options. They may import goods on a temporary basis (without the use of a trade fair entry), however, the ability to change this entry to a permanent entry is at the discretion of local Customs authorities and is often accompanied by a penalty in addition to the duty. Some Customs ports do not allow this change in status under any circumstances. Another option for the exhibitors is permanent entry and the payment of duties immediately upon importation. The duty is not refundable even if the goods are re-exported. A third option would be use of an ATA Carnet, which requires mandatory re-exportation to the country of origin.

Some items are excluded from use of the trade fair entry such as explosives, fireworks and other materials, which might be dangerous, injurious or unhealthy. Exhibitors with low value items may find it less expensive to pay duties and file a consumption entry instead of a trade fair entry. The trade fair entry may also be inappropriate for other items such as livestock, foodstuffs, plants or beverages.

**Q: What happens if I miss the deadline for arrival in the U.S.?**

**A:** Adhering to the posted deadlines for arrival (as given in the shipping instructions) is extremely important. Deadlines often take into consideration congestion in the ports and other situations that are being temporarily experienced. Goods arriving after the deadline date may incur additional costs for overtime clearances, special delivery or shipment directly to show site and run the risk of not arriving to the exhibition on time.

**Q: What documents are required to clear shipments through U.S. Customs and Border Protection?**

**A:** Include five (5) copies of a proforma invoice/packing list in **ENGLISH**. The invoices must show the name and address of the shipper, the name of the show, the name of the exhibitor, the correct booth or stand number, identifying marks, quantity and description for each item, harmonized tariff number of each item, weights/dimensions of each package, the country of origin and the F.O.B. value of each item in U.S. dollars.

**Q: How should goods be packed for international transport?**

**A:** Pack giveaway items in cardboard boxes sturdy enough to withstand a high degree of handling. If boxes are exposed to weather, pack contents using waterproof lining. Items that are imported for temporary import and likely to be re-exported, should be crated using a waterproof lining and attached to a skid or pallet for easy lifting. Use wing nuts instead of nails to facilitate re-crating. Make sure that all boxes are individually labeled and, if appropriate, ensure that any special instructions ("this side up," "fragile," "hazardous materials") are indelibly marked on the outside of the crates.

**Q: How has 9/11 changed international exhibition logistics?**

**A:** International exhibition logistics has changed in a number of ways over the past few years. Most prominently are the **post 9/11 regulations** that have increased the degree of difficulty and decreased the speed with which shipments can be cleared through Customs and Border Protection. One of the most significant changes involves restrictions on foreign shippers. In compliance with TSA (Transportation Security Administration) regulations, all foreign exhibitor cargo coming out of US events is considered "unknown shipper" cargo. Unknown shipper cargo is limited to transport on cargo-only aircraft or ocean freighters.

To address these changes, Rogers has added licensed customhouse brokers to the staff as well as additional personnel knowledgeable of the bio-terrorism and Homeland Security regulations and operational procedures.

**Q: How do the U.S. regulations regarding Wood Packaging Materials (WPM) affect shipments to the U.S.?**

**A:** All Wood packaging material (including wood used for dunnage, i.e. pallets or lumber) **MUST** be with fumigated or treated if entering the U.S. after September 15, 2005. All WPM must have an insignia marked on each crate/pallet evidencing proper fumigation. Fumigation certificates only will not be accepted. Plywood and any wood product less than 6mm in thickness are exempt as are imports from Canada. Once a wood product is fumigated and properly marked, it never needs to be treated again. Any freight not complying will immediately be sent back to its origin and the forwarder and/or exhibitor will be assessed a fine.

For further details about this regulation, please visit the U.S. Department of Agriculture/APHIS website: <http://www.aphis.usda.gov/ppq/wpm/import.html>.



**Rogers Worldwide**  
**Customs Brokerage/International Freight Forwarding**

1-847-806-9200 or [import@rerogers.com](mailto:import@rerogers.com)  
[www.rerogers.com](http://www.rerogers.com)

*Rogers Worldwide has been the choice of exhibition organizers and exhibit managers who understand the ever-changing complexities of international transportation and customs procedures.*