

where you will be displaying it.

- Make plans for manning your booth. Your booth should be manned at all times when the fair is open. You should have adequate staffing in your booth — generally two people per square metre of space.
- Arrange for local personnel, interpreters, receptionists.
- Order exhibit supplies.

Four Months in Advance

- Finalize shipping arrangements. Contact transportation facilities, customs agents, freight forwarding.
- Re-check sales and promotional literature.
- Assign personnel assignments.
- Prepare manning schedule for booth.
- Start training of personnel — they will need to have a thorough knowledge of your products, capability, prices and delivery mode.

Three Months in Advance

- Re-check supplies and equipment.
- Arrange to ship. Insure exhibit.
- Make final approval on local publicity at fair.
- Order badges for booth personnel.

Two Months in Advance

- Send list of booth personnel to fair management.
- Send list of personnel who will be at local hotel. Re-confirm reservation dates. Finalize arrangements for photographer.
- Send invitations to potential customers/agents to visit your display.
- Re-check travel arrangements.

One Month in Advance

- Check on delivery of exhibit, equipment and supplies.
- Arrange for exhibit re-packing and return.
- Check on booth construction.

Week Before Show

- Orient booth personnel.
- Check hospitality arrangements.
- Set up on-site meetings with your personnel.
- Check on arrival and clearance of your exhibit and equipment
- Check supply of order books, business stationery, business cards, notepads and housekeeping items.
- Prepare tool kit for emergency repairs of display units and equipment.
- Meet with photographer to arrange for photos.
- Note all important phone numbers: fair manager, decorator, freight handler.
- Inform your Canadian office of your booth phone number.

Day Before Fair Opens

- Perform a final check on booth, furniture and equipment.
- Meet with booth personnel and finalize their schedules for manning the booth.
- Check that you have enough people on duty to allow you to keep appointments with potential customers and agents.
- Survey the entire fair. See what your competitors have set up and note ideas you can incorporate in a future display.