

Appendix C

A checklist for exhibiting overseas

After you have made your first exploratory overseas sales trip and have observed an international trade fair yourself, you may well decide that your company should exhibit its products and services at such a fair.

Allow yourself a full 12 months' lead time to plan and implement your decision to participate as an exhibitor at a trade fair.

Info Export can provide you with general information on all upcoming international trade fairs and the trade commissioner in the host country is your best source for detailed, on-site information and a professional appraisal of the scope, quality and track record of any fairs in his or her territory. The planning and logistics of exhibiting at a trade fair demand careful advance planning. Allow yourself a full 12 months' lead time to plan and implement your decision to participate as an exhibitor at a trade fair.

The following checklist summarizes the sequence of the main activities an exhibitor must undertake in the 12 months prior to the fair.

Twelve months in advance

Obtain current literature and information on the fair and catalogues and statistics from previous years which will provide answers to the following questions:

- How large an area does the fair cover?
- What is the range of products covered?
- How many visitors attended last year? How many countries did they come from and are attendance trends on the increase or the decrease?
- How many companies exhibited last year, where were they from and is the trend up or down?
- What is the cost of booth space and what services are included in the cost?
- What is the cost of services not supplied?
- What is the space reservation deadline?
- What are the customs and import regulations for products being exhibited? Are special licences required? Can the goods be easily taken back to Canada?
- Are there other exhibit or business opportunities available in conjunction with the fair?