

- Decide on pre-fair publicity, public relations, literature, promotional material, who will produce and translate it and finalize arrangements. Don't forget to provide fair management with your material for use in their publicity.
- Select freight forwarder and arrange shipment of exhibit.
- Determine availability of consolidated shipment.

### Six months in advance

- Check booth design and construction schedules.
- Formulate shipping plans to meet fair requirements.
- Select and order samples and give-aways.
- Determine exhibit approach. (Most buyers and agents like to see demonstrations, pick up literature and talk to the manufacturer.)
- Plan your public relations approach. (Invitations to customers to attend your exhibit? Invitations to a reception? Media releases and photographs? Advertising?)
- Plan for adequate staffing of booth. (Rule of thumb is two staffers per nine square meters of booth space.)
- Arrange for locally hired staff (receptionists, interpreters, etc.).
- Order exhibit supplies.

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*As Canada's largest biotechnology company, we rely heavily on exports to fund Research & Development and boost production efficiency.*

*W.A. Cochrane, M.D.,  
Chairman and Chief Executive Officer, Connaught Laboratories Limited,  
Willowdale, Ontario, a 1987  
Canada Export Award Winner*

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### Four months in advance

- Finalize shipping arrangements (transportation, customs agents, freight forwarding, etc.).
- Recheck sales and promotional materials.
- Make personnel assignments.
- Prepare booth manning schedule and begin booth staff training program. Booth staff must be thoroughly familiar with the product, prices, delivery capability and customs requirements.

### Three months in advance

- Recheck supplies and equipment.
- Arrange to ship and insure exhibit.

- Make final approvals on local publicity and advertising.
- Order badges for booth personnel.

### Two months in advance

- Send list of booth personnel to fair management.
- Send invitations to potential customers and agents to visit your display, reception, etc.
- Recheck travel arrangements.

### One month in advance

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

### Week before the show

- Check hospitality arrangements.
- Set up on-site meetings and rehearsals.
- Check on arrival and clearance of your exhibit and supplies.
- Prepare tool kit for emergency repairs to display units and equipment.
- Meet with photographer, arrange for desired photos.
- Prepare lists of all important telephone numbers (fair manager, security, decorator, maintenance, freight handler, etc.).
- Inform your office in Canada of your exhibit and hotel telephone numbers.