

- Equipment exhibitions are the most difficult component of the Specialized Periods program to develop and produce. Special consideration should be given to the feasibility of producing successful exhibitions, marketing and promotion of exhibit opportunities, and the role of commercial trade exhibitions as an alternative to exhibitions subsidized by the Exposition.
- On-site events should be emphasized since they have greater visibility and attract more attention than off-site events. If off-site events are included in the program, extra efforts must be devoted to promoting the events.
- Selected pavilion exhibits should be highlighted as part of the Specialized Periods program. Special tours should be arranged for professional visitors, especially conference delegations.

D. Program Development and Production

- Displays, demonstrations and special events should be attractively and professionally produced and designed to appeal to the public as well as professionals.
- Specialized Period staff with technical expertise should be supported by staff with experience in producing special events and trade exhibitions.
- Obtaining support and assistance from relevant government agencies and professional associations in the host country is essential in developing effective professional events. It is also important to liaise effectively with government programs designed to attract and assist business visitors to the host country.
- Given the resources required to effectively present a display it may be advisable to extend the duration of the display beyond the usual 1-2 week period of EXPO 86 Specialized Periods to make the investment more cost-effective. Enough time between Specialized Periods should be allowed for striking and setting up displays.
- Specialized Periods could be given a higher profile throughout the site through using signage and graphics to highlight relevant outdoor and pavilion exhibits. Pavilions could also be encouraged to set aside special areas for changing exhibits related to the Specialized Periods.