

- What countries did they represent?
- What was the range of products exhibited?
- What is the cost of space?
- What services are included?
- What will the extra services cost?
- What is the deadline for reserving space?
- What is the reputation of the fair's organizers?
- Find out what the customs and import regulations are for bringing in products to exhibit. Are special licences or deposits required? Can the goods be taken back to Canada easily or is there much red tape involved?
- Determine if there are other exhibit opportunities or business visits you can make in conjunction with the fair.
- Select the product line you will exhibit.

Nine Months in Advance

- Mail contracts for the trade fair.
- Send deposits for reserving space.
- Inform the Canadian Commercial Officer in the country you are exhibiting in and keep the office informed of your plans. Send them copies of relevant correspondence.
- Select the members of your company who will be going overseas with you.
- Make hotel reservations.
- Make travel arrangements.
- Plan your exhibit, layout and design. Make sure your booth has an "office space" in which to conduct business. The Canadian Exposition Centre (Department of Supply and Services) can offer you valuable advice on all aspects of exhibiting.
- Determine if you will hire a professional firm to construct and set up your booth. Finalize these

arrangements.

- Check the on-site facilities of the trade fair. Here again, the Trade Commissioner Service can help you. Check especially the sizes of doors and elevators.
- Decide if you are going to use a local public relations firm/man in the weeks immediately preceding the fair and during it. Make the necessary arrangements and draw up the contracts.
- Determine what sales literature must be prepared and translated and what languages the copy will be in. You may want to have a graphic designer plan the layout of the promotional literature.
- Select a freight forwarder and make arrangements for shipping your exhibits to the fair site, and back to Canada, if needed.
- Prepare the advertisement that will go into the fair catalogue, press releases, product details and other pre-fair publicity the show's organizers will require.

Six Months in Advance

- Check booth construction schedule with designer and/or builder.
- Formulate your shipping plans in accordance with the regulations of the fair.
- Determine what free samples and other giveaways you will take with you.
- Determine your exhibit approach. Veteran exporters will tell you that buyers and agents at exhibitions like to see product demonstrations, pick up product literature and talk to the manufacturer or his representatives.
- Determine your public relations approach. You may want to invite potential buyers to your display and arrange for a cocktail hour and reception to follow. You may want press releases or photographs of some important person visiting your display. You may want to place a small advertisement in international trade magazines indicating your product and