

APPENDIX "O"

- (ii) Breakdown of enquiries for export from Canada by name of Canadian exhibitor,
- (iii) Total enquiries for import into Canada,
- (iv) Industrial development enquiries,
- (v) Others—tourist, immigration, general information, etc.;
- (b) Attendance of representatives or agents of Canadian firms,
 - (i) Number and names of those in attendance,
 - (ii) Comments on adequacy or effectiveness of this attendance;
- (c) Suitability of product content,
 - (i) Comment on items that are not suitable because of,
 - (A) Controls,
 - (B) Price,
 - (C) Quality,
 - (D) Delivery time,
 - (E) Modifications required (describe),
 - (F) Local taste,
 - (G) Non-Canadian content,
 - (ii) Other comments on product suitability;
- (d) Representations established;
- (e) Actual sales made.

5. *Private Canadian Exhibits*

- (a) Names of exhibitors (Canadian company and local agents) and whether Canadian goods were shown exclusively;
- (b) Manning of stands—Canadian or local agents;
- (c) Results achieved;
- (d) Appearance and effectiveness of exhibits.

6. *Publicity and Advertising*

- (a) Canadian literature distributed,
 - (i) Estimated quantities distributed by title,
 - (ii) Comment on value of material for this purpose;
- (b) Paid advertising—comment on its use,
 - (i) For this fair,
 - (ii) For future fair, if recommended, giving details of media to be used, cost, size of space, etc.;
- (c) Co-operation of local agents,
 - (i) Special measures to obtain co-operation of local agents,
 - (ii) Advertising by local agent or Canadian principal;
- (d) Press releases and news stories,
 - (i) Publications to which publicity material was distributed,
 - (ii) Describe actual press coverage, with tear sheets where possible;
- (e) Other publicity measures—direct mail campaign, etc.

7. *Attendance at Trade Fair*

- (a) Number of exhibitors (by country, if possible);
- (b) Number of visitors (by country, if possible),
 - (i) General public,
 - (ii) Business visitors.