

- Decide who will produce, translate and finalize your pre-fair publicity, public relations, literature and promotional material. 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 9 m<sup>2</sup> of booth space.)
- Arrange for locally hired staff (Receptionists, interpreters, etc.).
- Order exhibit supplies.

### **Four months in advance**

- Finalize shipping arrangements (transportation, customs agents, freight forwarding, etc.).
- Recheck sales and promotional materials.
- Make personnel assignments.
- Prepare booth-staffing 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, and arrange for desired photos.
- Prepare lists of all important telephone numbers (fair manager, security, decorator, maintenance, freight handlers, etc.).
- Inform your office in Canada of your exhibit and hotel telephone numbers.

### **Day before show opens**

- Perform final check on booth, furniture and equipment.
- Finalize booth-staffing schedules.
- Survey entire fair. See what competitors are doing, and note ideas for your next exhibit.

### **During the fair**

- Schedule daily breakfast meetings to brief staff on day's activities.
- Check on the competition every day.
- Seek out foreign manufacturers of complementary product lines to discuss possibility of their distributing your products in their home markets.