

- 4) Press releases and news stories
 - a) Publications to which publicity material distributed
 - b) Describe actual press coverage, with tear sheets where possible
- 5) Other publicity measures, e.g. direct mail campaign, etc.

7. Attendance at Trade Fair:

- 1) Number of exhibitors (by country, if possible)
- 2) Number of visitors (by country, if possible)
 - a) General public
 - b) Business visitors

8. Recommendations:

- 1) Recommendation for future participation
- 2) Reasons for participation
 - a) Commercial
 - b) Other, e.g. political, immigration, tourist, etc.
- 3) Recommendations for
 - a) Size and location of space
 - b) Product groups
- 4) Recommendation for reception
 - a) Type and location
 - b) Size
- 5) Practicability of "cost sharing"

9. Comments: