

- (2) Admission charges
- (3) Number of exhibitors (by country if possible)
- (4) Number of visitors (by country if possible)
  - (a) General public
  - (b) Business visitors

**7. History and Special Notes**

- (1) General experience of this fair
- (2) When inaugurated
- (3) Rating in comparison with other fairs known to you
  - (a) In same country
  - (b) Elsewhere (including the C.I.T.F.)
- (4) Management
  - (a) Name and address
  - (b) Comment on their reliability and reputation

**8. Publicity and Advertising**

- (1) Forward copies of
  - (a) Catalogues
  - (b) Available promotional literature
- (2) Advertising recommended
  - (a) Media to be used
  - (b) Cost
  - (c) Size of space recommended, etc.
- (3) Other publicity measures, — direct mailing campaign, etc.