

176. Should "Acco-Press" or other prong fastener binders be unavailable in any territory, they may be ordered in advance from Ottawa. Allow 3 months for delivery and specify color.

News Sheet

177. If the scope of the participation is such as to warrant it, thought might be given to the possibility of preparing a brief, mimeographed or typed information sheet for distribution to exhibitors on the Canadian stand. Such a sheet could be attached to a copy of the most recent news Summary from Canada and contain a round-up of comments by exhibitors from the previous day.

Canvass During Exhibit

178. As the fair draws to a close, it is desirable for the Trade Commissioner to canvass the representatives of Canadian companies who have been in attendance in order to obtain their assessment of the results of participation. This is difficult information to get. Very few firms will voluntarily disclose what business they have done or are likely to do. Some will, but from the majority the most that can be expected is a general statement on the value of their participation.
179. In assessing the exhibit, the participants should also be encouraged to provide their comments about the effectiveness of the participation as a whole. This frequently brings to light improvements that can be made in the planning stages of subsequent fairs. Canadians in attendance are likely to be more outspoken in this regard than local representatives. One can sympathize with the latter's hesitation in criticizing the exhibit for fear of giving offence. Questions about the direct mail campaign, advertising and similar activities, as well as about the exhibit itself, are all calculated to yield important information. It may be possible to elicit the information desired by holding an informal evening gathering of all the exhibitors and staff just before the close of the fair.

Diplomatic Privileges

180. It can be expected that requests to purchase liquor, cigarettes, etc. at diplomatic prices will be received from some of the people who are temporarily associated with Canadian participation in a fair. These requests may come from both foreign nationals and Canadians. The Trade Commissioner might find it advisable to establish, together with the Head of Mission, a practical way of dealing with such requests. All members of the mission should be advised of the decision by the Head of Mission so that a united front is presented.