

**4. Results:**

- 1) Trade enquiries
  - a) Total enquiries for export from Canada
    - i) Originating in your territory
    - ii) Originating elsewhere
  - b) Breakdown of enquiries for export from Canada by name of Canadian exhibitor
  - c) Total enquiries for import into Canada
  - d) Industrial development enquiries
  - e) Others, e.g. tourist, immigration, general information, etc.
- 2) Attendance of representatives or agents of Canadian firms
  - a) Number and names of those in attendance
  - b) Comments on adequacy or effectiveness of this attendance
- 3) Suitability of product content
  - a) List those items unsuitable because of:
    - i) Controls
    - ii) Price
    - iii) Quality
    - iv) Delivery time
    - v) Modifications required (describe)
    - vi) Local taste
    - vii) Non-Canadian content
- 4) Representations established
- 5) Actual sales made

**5. Private Canadian Exhibits:**

- 1) Names of exhibitors (Canadian company and local agents) and whether Canadian goods were shown exclusively
- 2) Manning of stands - Canadian or local agents
- 3) Results achieved
- 4) Appearance and effectiveness of exhibits

**6. Publicity and Advertising:**

- 1) Canadian literature distributed
  - a) Estimated quantities distributed by title
  - b) Comment on value of material for this purpose
- 2) Paid advertising: comment on its use
  - a) For this fair
  - b) For future fair, if recommended, giving details of media to be used, cost, size of space, etc.
- 3) Cooperation of local agents
  - a) Special measures to obtain cooperation of local agents
  - b) Advertising by local agent or Canadian principal