

Advertising planning form — international trade show

NOTE: The following is a sample of the form which is to be completed and submitted to the *Trade Communications Bureau [Trade Communications Abroad (BTA)]* or to the desk officer in your geographic branch every time advertising services are required. To obtain copies of the full-sized working forms, contact *BTA*.

Prepared by:

Date:

Division name and acronym/post:

Contact person:

Phone number:

Background

NOTE: Please attach additional information to this form including communications plans and promotional materials about the trade show.

Name of Trade Show:

Date(s):

Location:

Booth number(s):

Purpose of show:

Types of Canadian companies exhibiting:

Capabilities of Canadian contingent (What makes Canada so much better?):

Special features of show: