

DAY BEFORE FAIR OPENS

- Perform final check on booth, furniture and equipment.
- Finalize booth staffing schedules.
- Survey entire fair. See what competitors are doing and note ideas for your next exhibit.

DURING THE FAIR

- Schedule daily breakfast meetings to brief staff on day's activities.
- Check on the competition every day.
- Seek out foreign manufacturers of complementary product lines to discuss possible distribution arrangements.

AFTER THE FAIR

- Arrange for packing and returning of exhibit/equipment.
- Check bills and service charges.

- Plan to spend a day or two after the fair to brief any agents appointed, follow-up with local contacts, and visit the marketplace to check competitive products, prices, presentation and local advertising practices.
- Write follow-up letters to all promising contacts made at the fair.
- Hold debriefing meeting with permanent and locally hired staff to solicit their observations, recommendations and suggestions for improvements for future exhibitions.
- Inform the trade commissioner of your assessment of your participation and your future plans for the market.
- Check back with the International Trade Centre upon your return to Canada, and brief personnel on your participation at the fair.