

Step No.	Date	Body to Take Action	Action
			b) Ask firms to include packing slip showing values of samples for shipping and customs purposes c) Ask firms for Black Book info including prices d) Ask firms for literature for distribution at exhibit e) Ask firms for post-fair disposition instructions for samples f) Remind firms that insurance of samples is their responsibility g) Request that shipment of samples be prominently marked with name of fair
21		TFA Div	TFA Comm Approves Design
22		TFA Div Ex Comm	Exhibit Description to Tr Comm — forward word picture and perspective drawing.
23		Coordinator	Begin Black Books — begin to assemble material.
24		Ex Comm	Production Begins — Production Supervisor notifies Coordinator as display panels completed for examination by commodity officers.
25		Ex Comm	Samples Received for Incorporation — into exhibit.
26		Ex Comm	Other Samples Received — that require no special attention.
27		Ex Comm	Exhibit & Folders Shipped — include folders for on site distribution.
28		Coordinator	Black Books Shipped — if delayed within 7 weeks of fair opening, ship air freight.
29		E & AS Div	Folders Shipped — air freight for direct mail campaign. a) to exhibit post b) to other selected posts
30		E & AS Div	Press Releases to Tr Comms
31		Coordinator	Press Releases to Exhibitors — Commodity Officers send complete set plus trade fair folder to each Canadian exhibitor; Tr Pub Br send same thing to trade journals.