

manning and the reference of enquiries in the representatives' absence.

**Exhibitors' kit**

173. An added touch, to demonstrate the importance the Trade Commissioner attaches to the attendance of Canadian or local representatives, is the preparation of a book of information about various features of the exhibit, the post and the city. The visiting Canadian, and likewise the local representative if he is present, will be much impressed with the care taken by the Department to look after their interests.

174. Following is a suggested list of contents:

- General Information for Exhibitors:
  - Information about the trade fair
  - Information about the Canadian exhibit
  - Names and titles of Canadian staff
  - Stenographic services
  - Typewriter rentals
  - Telegraph services
  - Telephones
  - Photographers
  - Restaurants
- Catalogue of Exhibitors: the trade fair booklet,
- List of Exhibitors' Representatives, showing:
  - Name of firm
  - Name of representatives
  - Name of hotel and room number
  - Home phone numbers of Trade and Commerce staff
- List of Embassy or Consulate Officers, all Departments.
- Services of Trade Commissioners: a leaflet published by the Department for some posts.
- Exhibitors' Badges:
  - Trade fair badge
  - Canadian exhibit badge
- Floor Plan of Exhibit.
- Street and Transportation Maps of City.
- "What's on in City?" and other entertainment guides.
- Railway and Airline Transportation Timetables.
- Fact Sheets on Canada (Primarily of interest to local representatives of Canadian participants).

175. The personal touch can be added by introducing the book with an individually-typed letter of welcome.