

types of government-sponsored activities: **National Stands** which are full-scale large participations with several companies usually grouped around a Government of Canada information and lounge area, and **Information Booths** at which the government's involvement is limited to a small area aimed at distribution of company-provided brochures. The trade fairs in Western Europe where Canada will participate, are described in chronological order in both sections. An alphabetical listing of shows appears at the end of the booklet for your convenience.

The objective of a **national stand** is to permit Canadian companies to offer products or services to the governments, business community or consumers in foreign markets. In exchange for a nominal fee, DEA sponsors and organizes the participation of Canadian firms, trade organizations, associations and other groups, and co-ordinates the design, construction, erection and operation of the exhibits. To maximize its impact, DEA's general manager will usually arrange a full publicity and promotion program.

Posts in some countries have made frequent use of the **information booth** concept to provide a presence at a fair in their area where Canadian participation is