

TRADE FAIR PARTICIPATION REPORT

1. Organization of Exhibit:

- 1) Location
- 2) Size
- 3) General character
- 4) Manning — Trade and Commerce and other Departments
- 5) Cinema — capacity, etc.
- 6) List of Canadian firms participating (Appendix)

2. Operation of Exhibit:

- 1) Customs formalities
- 2) Security arrangements
- 3) Accessibility of exhibit to public — if not, why not?
- 4) Difficulties or problems encountered, e.g. manning, etc.

3. Effect of Official Participation:

- 1) Effectiveness of theme and design
- 2) Comparison with other national exhibits
- 3) Reception
 - a) Type and location
 - b) Number of guests
 - c) Effectiveness
- 4) Cinema
 - a) Attendance
 - b) Films shown
 - c) Effectiveness
- 5) Impact on
 - a) General public
 - b) Business visitors
 - c) Local government officials
 - d) Participants
- 6) Comments, if useful, by
 - a) Fair management
 - b) Local government officials
 - c) Business visitors
 - d) General public
 - e) Canadian visitors
 - f) Canadian participants and/or their agents
 - g) Press