

- Decide on pre-fair publicity, public relations, literature, promotional material? Who will produce and translate it? Don't forget to provide fair management with your material for use in their publicity.
- Select freight forwarder and arrange shipment of exhibit.

6 MONTHS IN ADVANCE

- Check booth design and construction schedules.
- Formulate shipping plans to meet fair requirements.
- Select and order samples and gifts.
- Determine exhibit approach; most buyers and agents like to see demonstrations, pick up literature and talk to the manufacturer.
- Plan your public relations approach. Should you send out invitations to customers to attend your exhibit and a reception? What types of media relations and advertising activities are you considering?
- Plan for adequate staffing of booth. Rule of thumb is two staffers per 9m² of booth space.
- Arrange for locally hired staff (e.g. for receptions, interpreters).
- Order exhibit supplies.

4 MONTHS IN ADVANCE

- Finalize shipping arrangements (e.g. transportation, Customs agents, freight forwarding).
- Recheck sales and promotional materials.
- Assign personnel.
- Prepare booth staffing schedule and begin staff training. Staff should be thoroughly familiar with the product, prices, delivery capability and Customs requirements.

3 MONTHS IN ADVANCE

- Recheck supplies and equipment.
- Arrange to ship and insure exhibit.
- Make final approvals on local publicity and advertising.
- Order badges for booth personnel.

2 MONTHS IN ADVANCE

- Send list of booth personnel to fair management.
- Send invitations to potential customers and agents to visit your display, reception, etc.
- Recheck travel arrangements.

1 MONTH IN ADVANCE

- Check on delivery of exhibit, equipment and supplies.
- Arrange for exhibit repacking and return.
- Check on booth construction.

WEEK OF THE FAIR

- Check hospitality arrangements.
- Set up on-site meetings and rehearsals.
- Check on arrival and clearance of exhibit and supplies.
- Prepare tool kit for emergency repairs to display units and equipment.
- Meet with photographer, arrange for desired photos.
- Prepare lists of important telephone numbers (e.g. fair manager, security, decorator, maintenance, freight handlers).
- Inform your office in Canada of your exhibit and hotel telephone numbers.