

The generation of revenues to offset the cost of producing the program was a new concept, introduced when leadership of the Specialized Periods program changed in February 1986. The idea of charging all exhibitors participating in displays and demonstrations a fee to participate was considered and rejected because of prior commitments to allow participation free of charge. The search for financial support from corporate sponsors was stepped up, but ultimately generated only \$100,000. And an admission fee for STEAMEXPO, held off-site at railyards near Expo was introduced.

#### F. Marketing, Promotion and Publicity

As originally conceived, the Specialized Periods program was to be a reactive program - EXPO 86 would present international participants with an opportunity to display and demonstrate equipment, and the burden would be on them to take advantage of the opportunity. Neither the Specialized Periods Department or any other Expo Department was given funding or the mandate to promote the program to potential participants.

Participants were informed about the Specialized Periods program beginning with the November 1983 Steering Committee meeting and at subsequent meetings of the Commissioner Generals in Vancouver. In May 1985, the first of three editions of the Specialized Periods binder, providing details about the program were distributed to Participants.

In the Fall of 1985, it became apparent that international participants were not responding to the opportunity presented by Specialized Periods and several initiatives were taken:

- The Expo Information Services Department was given a budget from the Commissioner General's office to produce a brochure, a poster and a calendar to promote the Specialized Periods to professional audiences outside the North America. The goal was to attract professional people to the Exposition, not to attract potential exhibitors to the displays and demonstrations being planned so it was not helpful in that area.
- Specialized Periods staff travelled to Europe to meet with business and industry representatives and confirm tentative commitments to participate in the program.
- In February 1986, a Specialized Periods Publicist was hired to draw media attention to the program, both locally and abroad.
- Notices about opportunities to participate in the Specialized Periods program were put in the monthly Participants Up-Date Newsletter, prepared by the Participants Division.