

Appreciation Letters

169. During the course of the fair keep a list of the names of persons or firms who have been particularly helpful to the Canadian participation and who merit a "thank you" letter. A little note beside each name, mentioning the service rendered, makes the subsequent preparation of such letters very simple.

COMMERCIAL INTELLIGENCE

170. One of the advantages of trade fair participation is the opportunity of learning about the competition. Products from various countries and enquirers from different countries asking questions can be the source of much valuable information to the Canadian manufacturer. It may occur that, in the course of a conversation with a passing businessman, even though it may not qualify as a trade enquiry, the Trade Commissioner can pick up information on adjustments or modifications to Canadian products to meet local requirements and tastes. For some products, the information picked up during the fair may be such as to indicate that a market survey should be carried out to obtain more detailed information. Regular tours of the fair, notebook in hand, may also turn up information useful both to manufacturers and to the Exhibition Commission.

RELATIONS WITH CANADIAN EXHIBITORS

Registration

171. Provision should be made on the stand for incoming Canadians, whether exhibitors or government officials, to register their attendance. They should record date of arrival, name of hotel and room number, and expected date of departure. This information is essential for the referring of enquiries. The center used for registration is also a convenient place for the exchange of messages. Such arrangements should include any Canadian exhibitor who is participating in the fair on his own.

Briefing

Reception

172. An idea tried successfully by a few Trade Commissioners is the "briefing reception". The best results can be obtained by inviting all exhibitors and Canadian Government personnel to a cocktail party the evening before the exhibit opens. (Badges showing first as well as surnames aid in identification.) In such surroundings the Trade Commissioner can tactfully establish a few simple rules that must be followed, the most important of which are the arrangement of substitute