

- 5) Counter cards and posters
- 6) Stickers for correspondence
- 7) Press releases
 - a) Number of publications on distribution list
 - b) Topics of interest
- 8) Direct mail campaign
 - a) Probable size of mailing list
 - b) Facilities for reproduction
 - c) Cost
- 9) Other publicity measures

H. COOPERATION WITH LOCAL AGENTS (if established products shown)

- 1) Arrangements for staffing
- 2) Possibility of cooperative advertising

I. MANNING

- 1) Adequacy of local office staff
- 2) Prevailing wage rates if need to hire staff
- 3) Support from other sections of mission

J. OPERATION AND MAINTENANCE OF DISPLAY

- 1) Customs formalities (for both samples and display materials)
 - a) On arrival
 - b) On re-export
- 2) Security arrangements
- 3) Cleaning services
 - a) Overnight
 - b) While Display operating
- 4) Shipping arrangements
 - a) Shipping time from Ottawa
 - b) Best routing
 - c) Transfer port to site
 - d) Onward shipment (availability of space)
 - e) Port conditions
 - f) Necessary documentation for each center
 - g) Restrictions on size, weight, shape
- 5) Storage
 - a) Before exhibit
 - b) Of packing material during display
 - c) After exhibit
- 6) Freight charges
 - a) Ottawa to port
 - b) Port to site
 - c) Site to site (if more than one display)