



## ANNEX III: EXHIBITING OVERSEAS



After your first market visit, you may decide to exhibit your company's products and services at an international trade fair. The trade commissioner in the host country is your best source of information on any fair in the territory.

Exhibiting at a trade fair requires careful advance planning. Give yourself a full 12 months to plan and prepare for your participation. The main activities that an exhibitor should undertake prior to the fair are summarized below.

*See Section 11 for details on where and how to obtain information and assistance for exhibiting at international trade fairs.*

### **12 MONTHS IN ADVANCE**

Learn about the fair by consulting literature such as show brochures, guides and catalogues. This information will help you answer the questions below and carry out the necessary activities:

- How large an area does the fair cover?
- What is the range of products?
- How many visitors, and from how many countries, attended last year and in previous years?
- How many companies exhibited last year? What countries were they from and is participation increasing or declining?

- What is the cost of booth space? What services are included and what is the cost of services that are not included?
- What is the deadline for reserving booth?
- What are the Customs and import regulations for the products you are exhibiting? Are special licences required? Can the goods be easily taken back to Canada?
- Are there other exhibit or business opportunities available in conjunction with the fair?
- What is the cost of clearing samples?
- What is the cost of an interpreter, if one is needed?

### **9 MONTHS IN ADVANCE**

- Mail contracts for trade fair and send reservation deposit.
- Inform the trade commissioner of your exhibit plans and maintain ongoing correspondence.
- Select your overseas exhibit team and make all travel and accommodation reservations.
- Plan your exhibit and booth space and, if possible, try to include an "office space" in which to conduct business.
- Decide whether you will design, construct or set up your own exhibit or employ consultants and finalize arrangements. Make sure fair doors, elevators, etc., will accommodate your exhibit.