

- Survey entire fair. See what competitors are doing and note ideas for your next exhibit.

### **During the fair**

- Schedule daily breakfast meetings to brief staff on day's activities.
- Check on the competition every day.
- Seek out foreign manufacturers of complementary product lines to discuss possibility of their distributing your products in their home markets.

### **After the fair**

- Arrange for repacking and return of your exhibit/equipment.
- Check bills and service charges.

- Plan to spend a day or two after the fair to train any agents appointed, follow up local contacts, and visit the marketplace to note competitive products, prices, presentation and local advertising practices.
- Write follow-up letters to all promising contacts made at the fair.
- Hold debriefing meeting with permanent and locally hired staff to discuss their observations, recommendations and suggestions for improvements for future exhibitions.
- Inform trade commissioner of your assessment of your participation and of your future plans for that market.
- Check back with the trade officers in the International Trade Centre after your return to Canada, and brief personnel on your participation at the fair.