

proper and due authorization of the Special Regulations and ensuring that all special commitments contained therein were carried out; ensuring the due and proper execution of all Participation Contracts.

His Suite was composed of three Deputies; Robert Dawson and Claude Servant were responsible for international marketing and liaison, and Richard Noyes Roberts for protocol. As Staff Officer to the Commissioner General, Jim O'Hara directed the administration of the Suite and liaised with the participants. With the exception of Claude Servant, these officers were on secondment from the Department of External Affairs. The Suite was ably assisted by six support staff.

During the start-up phase, Commissioner General Reid and his Deputies responsible for marketing developed an international network through External Affairs and its posts abroad. Shortly after the invitations to participants were issued in 1981, a massive campaign to attract participants was implemented. Over the next 4½ years the decision-making process and decision-makers in each country were identified and at the close of the roster, 54 international participants, 3 states and 9 provinces and territories had agreed to participate.

During the operational phase, the Suite was responsible for the planning and coordination of National and Special Days, and operating the College of Commissioners General in liaison with the Steering Committee and other organizations that grew up to represent the participants. Central to the role of the host Commissioner General and his Suite was the endeavour to protect and enhance the interests of the foreign participants in particular and to act as an arbiter and mediator between the participants and the Expo 86 Corporation to ensure the good order and efficient operation of the Exposition.

The intensity of public relations and protocol operations was such that few if any of the Suite were off-site during the whole of the Exposition and an average of twenty daily events required the presence of the Commissioner General or a Deputy.

5. Categories of Exhibitor Participants

There were three categories of exhibitor participants at EXPO 86: international participants; state/provincial/territorial participants; and corporate participants. (See also Corporate Participants Division).

EXPO 86 attracted more than 100 participants in all. Its 54 international participants made EXPO 86 the largest Special Category Exposition ever held. In addition, three states, seven Canadian provinces and both Canadian territories took part. Thirty-nine major corporations were also involved, nine as corporate exhibitors.