## Contents

	Page
The Trade Show: An Excellent Route for Market Penetration	4
Why You Should Be in the Show	4
How to Succeed at a Trade Show	5
Food Shows for Retail Trade and Specialty Store Trade	7
Food Shows for Hotel, Restaurant and Institutional Food Services	34
Canadian Government Trade Offices in the United States	69
International Trade Centres in Canada	73
Chronological Index to 1989 and 1990 Shows	76
Alphabetical Index of Food Trade Shows	80