
Four months in advance

- Finalize shipping arrangements (transportation, customs agents, freight forwarding, etc.).
- Recheck sales and promotional materials.
- Make personnel assignments.
- Prepare booth manning schedule and begin booth staff training program. Booth staff must be thoroughly familiar with the product, prices, delivery capability and mode.

Three months in advance

- Recheck supplies and equipment.
- Arrange to ship and insure exhibit.
- Make final approvals on local publicity and advertising.
- Order badges for booth personnel.

Two months in advance

- Send list of booth personnel to fair management.
- Send invitations to potential customers and agents to visit your display, reception, etc.
- Recheck travel arrangements.

One month in advance

- Check on delivery of exhibit, equipment and supplies.
- Arrange for exhibit repacking and return.
- Check on booth construction.

Week before the show

- Check hospitality arrangements.
- Set up on-site meetings and rehearsals.
- Check on arrival and clearance of your exhibit and supplies.
- Prepare tool kit for emergency repairs to display units and equipment.
- Meet with photographer, arrange for desired photos.
- Prepare lists of all important telephone numbers (fair manager, security, decorator, maintenance, freight handler, etc.).
- Inform your office in Canada of your exhibit and hotel telephone numbers.