

## COORDINATION SCHEDULE

(NAME OF FAIR)

Step No.	Date	Body to Take Action	Action
1		TFA Div	<p><b>Coordination Meeting</b> — attended by:</p> <ul style="list-style-type: none"> <li>a) Chief, TFA Div (Chairman)</li> <li>b) Coordinator</li> <li>c) Ex Comm. Admin Officer</li> <li>d) Chief Designer</li> <li>e) Senior Project Officer</li> <li>f) Director, Tr Pub Br</li> <li>g) Chief, E &amp; AS Div</li> <li>h) Chief, ITR Br Area Div</li> <li>i) Others specially interested</li> </ul> <p style="text-align: right;">Working Committee</p> <p><b>Should produce minutes stating:</b></p> <ul style="list-style-type: none"> <li>a) Purpose of exhibit</li> <li>b) Audience</li> <li>c) Commercial or institutional</li> <li>d) What story to be told</li> <li>e) Special presentation techniques</li> <li>f) Priority of products and product groups</li> <li>g) Language (s) to be used</li> <li>h) Cost sharing and freight arrangements</li> <li>i) Literature to be produced</li> <li>j) Advertising necessary</li> <li>k) Approval of coordination schedule</li> </ul> <p>Copies sent to:</p> <ul style="list-style-type: none"> <li>a) All working committee members</li> <li>b) Tr Comm concerned</li> </ul>
2		TFA Div	<p><b>Fair Brochures Ordered</b> — ask Tr Comm to have Fair management send 100 copies of brochures, posters etc., for distribution to exhibitors. (see step 12.e)</p>
3		Coordinator	<p><b>Tentative List of Firms</b> — as a result of Co-ordination Meeting. Should include priority for products and product groups.</p> <p>Copies sent to:</p> <ul style="list-style-type: none"> <li>a) Ex Comm (2)</li> <li>b) E &amp; AS Div</li> <li>c) TFA Div (2, one for Tr Comm)</li> </ul>

## ABBREVIATIONS

TFA	Trade Fairs Abroad
E & AS	Editorial and Arts Services
ITR	International Trade Relations
Ex Comm	Exhibition Commission
CMA	Canadian Manufacturers' Association
CEA	Canadian Exporters' Association
FP	Financial Post
MT	Financial Times (Montreal)