

provide fair management with your material for use in their publicity.

- Select freight forwarder and arrange shipment of exhibit.
- Determine availability of consolidated shipment.

Six months in advance

- Check booth design and construction schedules.
- Formulate shipping plans to meet fair requirements.
- Select and order samples and give-aways.
- Determine exhibit approach. (Most buyers and agents like to see demonstrations, pick up literature and talk to the manufacturer.)
- Plan your public relations approach. (Invitations to customers to attend your exhibit? Invitations to a reception? Media releases and photographs? Advertising?)
- Plan for adequate staffing of booth. (Rule of thumb is two staffers per 9m² of booth space.)
- Arrange for locally hired staff (e.g. for receptions, interpreters).
- Order exhibit supplies.

Four months in advance

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

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 (e.g. fair manager, security, decorator, maintenance, freight handlers).
- Inform your office in Canada of your exhibit and hotel telephone numbers.

Day before show opens

- Perform final check on booth, furniture and equipment.
- Finalize booth staffing schedules.