

157. If it is decided to hold a reception, any participating Canadian firms or their representatives should be invited to join in planning it. They might even be given the opportunity to share the cost on some equitable basis. Representatives of Canadian firms can be of great help in introducing guests to one another.
158. When drawing up a guest list, remember that the representatives of the press, the fair management, and the diplomatic corps may be surfeited with entertainment on such occasions and hence may, in many cases, attend a Canadian reception only from a sense of duty.
159. Be sure to include the Head of Mission in the planning of a reception — his presence will add to the function.
160. If the cost of official entertaining is to be reimbursed from special funds, the approval of Treasury Board must be obtained in advance. At the present time Treasury Board will not consider such reimbursement unless a Trade Commissioner is able to show that he regularly spends his representation allowance and that its use for a trade fair reception would create hardship. Merely as a guidepost, it is suggested that hardship would be the result if a reception were to cost a Trade Commissioner a sum equivalent to three or four months' payment of the representational element of his allowance. (See Guidance Paper 103.)

RELATIONS WITH LOCAL ORGANIZATIONS AND INDIVIDUALS

Agents

161. Local representatives of Canadian firms can be of considerable assistance to the Trade Commissioner. Try to get them in the act early. Even though commission agents who also represent other principals cannot be relied upon to the same extent, they should also be given the option of participating in the preparations for an exhibit.
162. Advertising is a field where the group approach can be effective. Local representatives might be persuaded to share in organizing a composite advertisement or a publicity gimmick designed to attract attention to the Canadian exhibit. It is helpful to have a representative of the Trade Commissioner's office invited to attend meetings at which such a project will be discussed in order to ensure that he can give guidance to the project.
163. If a reception has been approved, agents and representatives should be given an opportunity to submit a list of people to whom they would like invitations sent — this is particularly effective in persuading them to share the cost. The agent can be given added kudos by writing, "Sent at the request of A.B.C. Company Limited", at the bottom of the invitation card. Local representatives can also be of considerable help in the preparation of lists for a direct mail campaign. They can be