

## SAMPLES DISPLAY - INFORMATION REPORT

### A. MARKET POSSIBILITIES

- 1) Total imports into country
- 2) Chief Canadian exports to country
- 3) Chief United States exports to country
- 4) Import restrictions
  - a) Licencing and quotas
  - b) Tariffs
  - c) Foreign exchange
- 5) Business conditions
- 6) Marketable commodities and services

### B. PURPOSE OF EXHIBIT

### C. CONTENT

Suggested products and suppliers

### D. AUDIENCE

- 1) Display open to
  - a) Business visitors
  - b) General public
  - c) Both
- 2) Numbers of visitors expected
- 3) Method of invitation
- 4) Entertainment
  - a) Formal reception
    - i) Number of guests
    - ii) Location
    - iii) Cost
  - b) Individual entertainment of business visitors
- 5) Film showings
  - a) Facilities
    - i) Space available
    - ii) Projection equipment
    - iii) Seating capacity
  - b) Films desired
    - i) Trade
    - ii) General information

### E. SITE

- 1) Center(s) in which Display to be held
- 2) Possible sites, commenting on each as follows:
  - a) Location, e.g. office, warehouse, auto showroom, etc.
  - b) Rental charges, if any