SECTOR: CONSUMER PRODUCTS & SERVICES

Sub-sector: Furniture

| # Date           | Event  | Location      | Budget<br>(Actual) | On site<br>Sales | 12 months<br>Sales | Sales/<br>Budget | Sales/       | 12.45 | <b>X</b> 44 | Part | icipati | on by Pr |      | 0S |    |      |      |
|------------------|--|---------------|--------------------|------------------|--------------------|------------------|--------------|-------|-------------|------|---------|----------|------|----|----|------|------|
|                  | 4.2.3  |               |                    |                  |                    |                  | Participants | ON    | QC          | BC   | AL.     | SK M     | B NB | NS | PE | NF T | otal |
| 1 May 1<br>Oct 1 | Promotion, Int'l Design Centre, NY             | New York      | 4,000              |                  |                    |                  |              |       |             |      |         |          |      |    |    |      |      |
| 2 May 5-8        | Incoming Buyers, Furniture<br>West Trade Show  | Vancouver     | 5,000              |                  |                    |                  |              |       |             |      |         |          | ·    |    |    |      |      |
| 3 May 16-17      | Solo Furniture Show                            | Washington, D | 25,000             | 100,000          | 1,000,000          | 44               | 66,670       | 11    | 4           |      |         |          |      |    |    |      | 15   |
| 4 Jun 17–20      | Incoming Buyers,<br>Montreal Furniture Show    | Montreal      | 119,000            | 4,000,000        | 4,000,000          | 67               | . 0          | :     |             |      |         |          |      |    |    |      |      |
| 5 Jul 15-18      | Atlanta Furniture Show                         | Atlanta       | 25,000             | 30,000           | 100,000            | 5                | 12,501       | 4     | 3           |      |         |          | 1    |    |    |      | 8    |
| 6 Aug 8-10       | American Society of Interior<br>Designers Show | Atlanta       | 35,000             | 0                | 0                  | 0                | 0            | 2     | 1           | •    |         | *        |      |    |    |      | 3    |
| 7 Sep 17-18      | NEXUS-Contract Furniture                       | San Francisco | 15,000             |                  |                    |                  |              | 8     | 3           | 1    | 1       |          |      |    |    |      | 13   |
| 8 Oct 18-20      | National Office Products<br>Assn. Show         | Chicago       | 75,000             | 120,000          | 500,000            | 8                | 55,556       | 7     | 2           |      |         |          |      |    |    |      | 9    |
| 9 Nov 15-18      | Incoming Mission to IIDEX Furniture Show       | Toronto       | 140,000            | 0                | 30,000,000         | 214              | 0            |       |             |      |         |          |      |    |    |      |      |
| 0 Mar 10-12      | Solo Residential Furniture Show                | Naples, Fl.   | 25,000             | 50,000           | 50,000             | 4                | 5,000        | 7     | 3           |      |         | ٠.       |      |    |    |      | 10   |
|                  |  | Total:        | 468,000            | 4,300,000        | 35,650,000         | 85               | 614,657      | .39   | 16          |      |         | 0        | 1 0  | 0  | 0  | 0    | 58   |