
Nine months in advance

- Mail contracts for trade fair and send reservation deposits.
- Inform Canadian trade commissioner of your exhibit plans and keep on-going information and relevant correspondence flowing.
- Select your overseas exhibit team and make all travel and accommodation reservations.
- Plan your exhibit and booth space and make sure it includes an "office space" in which to conduct business. (The Canadian Exposition Centre of the Department of Supply and Services or the trade commissioner in the country concerned can offer valuable help on all aspects of exhibiting.)

Select your overseas exhibit team and make all travel and accommodation reservations.

- Decide whether you will design, construct and set up your own exhibit or employ consultants. Finalize arrangements for this. (Make sure fair doors, elevators, etc. will accommodate your exhibit.)
- Decide on pre-fair publicity, public relations, literature, promotional material, who will produce and translate it and finalize arrangements. Don't forget to provide fair management with your material for use in their publicity.
- Select freight forwarder and arrange shipment of exhibit.

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 square metre of booth space.)
- Arrange for locally hired staff (receptionists, interpreters, etc.).
- Order exhibit supplies.