

- f) Accessibility to public
 - i) Location in city
 - ii) Transportation facilities
- g) Parking facilities at site
- h) Hotel accommodation in city
- i) Customs formalities (for both samples and display materials)
 - i) On arrival
 - ii) On re-export
- j) Shipping arrangements between sites (if more than one contemplated.)

E. TIMING.

- 1) Best time of year, commenting on rainfall, temperature, road conditions, winds, etc.
- 2) Duration, e.g. number of days, open Saturdays, Sundays, etc.
- 3) Daily hours for
 - a) Public
 - b) Business visitors

F. PUBLICITY AND ADVERTISING.

- 1) Language(s) to be used.
- 2) Trade literature and catalogues needed for
 - a) Direct mailing
 - b) Handout on site
- 3) Other literature desired.
- 4) Paid advertising desired (indicate size of ad and rates for each publication or medium).
 - a) Newspapers
 - b) Popular periodicals
 - c) Trade periodicals
 - d) Radio
 - e) Television
 - f) Cinema
- 5) Counter cards and posters.
- 6) Stickers for correspondence.
- 7) Press releases
 - a) Number of publications on distribution list.
 - b) Topics of interest.
- 8) Possibility of special newspaper supplements.
- 9) Direct mail campaign.
 - a) Probable size of mailing list.
 - b) Facilities for reproduction.
 - c) Cost.
- 10) Possibility of co-operative advertising between agents of Canadian firms and the Department.
- 11) Other publicity measures, e.g. speeches, etc.