



French Language information for exhibiting in Quebec.

**THIS AFFECTS THE PUBLIC DAY
ONLY
SATURDAY SEPTEMBER 10, 2011**

For those exhibiting in any public shows in the Province of Quebec, you should be aware that there are language laws found in the Charter of the French Language, which are in effect when doing business in the Province of Quebec. These laws were recently amended in May 2011. The changes clarified that all companies showcasing at a public event (**Saturday September 10, 2011 is a Public Event.**) regardless of whether you are based outside of Quebec or outside of Canada you must comply with French language laws.

What does this mean for exhibitors?

HANDOUTS AT THE SHOW

Catalogues, brochures, folders and commercial directories must be available in French at the show. Handouts can be bilingual or publications may be in 2 separate versions, one exclusively in French, the other exclusively in another language, provided that the material presentation of the French version is available under no less favourable conditions of accessibility and quality than the version in the other language.

DISPLAYS, SIGNS AND POSTERS

Public signs and posters may be exclusively in French or both in French and in another language, provided that French appears at least as prominently.

BOOTH STAFF

Since French is the official language of Quebec, there should be at least one French speaking staff person available in your booth during all show hours.

There are a few exceptions to these rules, based on trademarked names, showcasing of company name, etc. For the complete document, please visit <http://www.oqlf.gouv.qc.ca/english/charter/index.html>

****Please refer to the Commerce and Business Section, and the Exceptions to Section 51 for situations where English is permitted (Company Name, Trademark, etc.)*

Please review the legislation changes and your booth signage, materials and staffing plan to ensure you are in compliance with the new regulations.