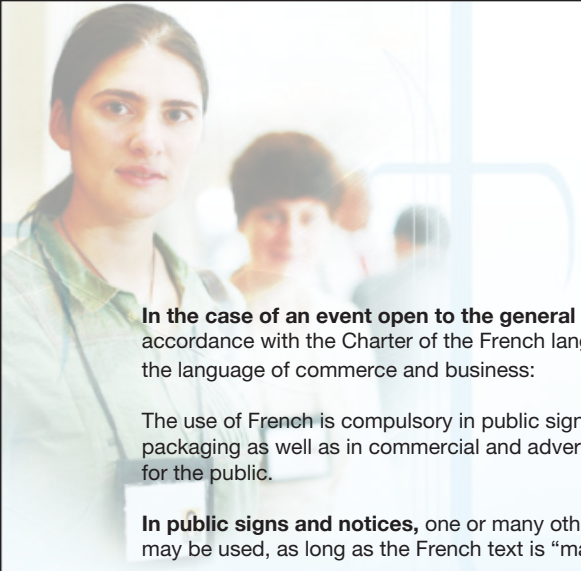




**Language pertaining
to Conventions,
Fairs
Exhibitions,
Conferences
Trade Shows
held in Québec**

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In the case of an event open to the general public, the following rules apply in accordance with the Charter of the French language and the Regulation respecting the language of commerce and business:

The use of French is compulsory in public signs and notices, on product labels and packaging as well as in commercial and advertising publications intended for the public.

In public signs and notices, one or many other languages in addition to French may be used, as long as the French text is “markedly predominant”.

On product labels and packaging as well as in commercial and advertising publications, the use of one or many other languages in addition to French inscriptions are as prominent as those in any other language.

The expression “markedly predominant” defined by regulation, means that the visual impact of the French text must clearly be much more greater than that of any other language or group of language visible at the same time.

For instance, on a given sign, the space allotted to the French text must be at least twice the size of that allotted to the other language or the group of other languages also appearing on the sign.

The lettering of the French text must also be at least twice the size as that in any other language.

When the event is intended for an international public, or when most of the participants come from outside Québec, the French text on public signs does not have to be “markedly predominant”. However, it must be as prominent as that in any other language.

In the case of an event intended for a specialized public or a limited group of people, the choice of language or languages used on the premises during the event is left to the discretion of the organizers and participants.

However, French is a most useful language of communication in such events held in Québec.

For additional information, please contact:

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Québec

