



2018 Practice Enterprise Trade Fair
Poster Design Contest

« Le commerce virtuel, une expérience sans frontière. »

“Virtual trading, a borderless experience”

Introduction

- We have talented graphic designers and artists, in every practice firm!
- The CPFN calls upon these artists, trainees or students, to show their talents and expertise by participating in the 2018 POSTER DESIGN CONTEST for the 21st Practice Firms Trade Fair in Drummondville, November 7 and 8, 2018.

The winner will be awarded...

- A prize of \$100 in cash
- An acknowledgement letter from the RCEE-CPFN
- Exposure to partners of the CPFN and of the worldwide EUROOPEN-PEN International network, to employers, to sponsors...
- A notification in the Expo Guide, the newsletter of the trade fair
- The credit to be a national contest winner!

Besides, this contest gives you the opportunity to work on an interesting project to put in your portfolio.

Results expected

- To provide more visibility to the event, we want a **brand** to decline on different media, including the Web and social networks.
 - A 17 inches large X 22 inches high poster
 - A Web responsive banner for Facebook and Twitter
- To submit to participate:
 - **A proof file in .PDF format and that should not exceed 1MB**

How to participate?

- Create a inspiring branding, with vibrant colors, images, that will be as evoking to young adults as much as to business people...
- Use the theme slogan: “*Virtual trading: a borderless experience!*”
 - Virtual trading: practice enterprises trade virtually, but there are more and more virtual transactions and businesses around the world. In Canada, in the last year, there was \$ 46 billion, and that was just online shopping;
 - An experience: As a participant in a practice enterprise, the person lives both a professional and personal «experience»
 - Borderless: It is the opening of oneself and the other, it is also pushing one's limits.
- Send projects by **March 9 2018**, at this email: direction@rcee-cpfn.ca

Criteria and regulations

- Projects submitted for the contest are to be evaluated mainly on visibility of the content items and effectiveness of information transmission.
- Only original creations will be accepted (the artwork must be created by the artist, the graphic designer...).
- The poster and the banner must include BILINGUAL text (French and English) provided within the frame «Elements to include».
- For its final version, the winner poster might need minor adjustments to meet the CPFN requirements.
- The design must provide space for 2 to 10 sponsors logos TBD.
- The winning design concept might be used on different CPFN's promotional tools.
- The winning poster will be modified to create commemorative plates.

Criteria and regulations(...)

- The designer must use the logo files provided by the CPFN (RCEE, CPFN, FCEE et EUROOPEN-PEN International)
- Logos RCEE, CPFN and FCEE : **Primary** official color : Pantone 181 (burnt orange)
- Logos RCEE, SPFN, and FCEE : **Secondary** official color: Pantone 405 (charcoal - grey)
- For the EUROOPEN-PEN International logo, a style guide is available
- Note : these colors above are given only for the use of the RCEE – CPFN and FCEE logos and not for determining the colors to be used throughout the poster.
- Logo: Abrimex

Who might submit projects?

- Anyone associated with a practice enterprise.
- A person may submit more than one project.
- A poster may be created by more than one person, however, the prize to be awarded remains \$ 100.
- The winner (s) of the contest automatically assigns to the RCEE-CPFN its copyright.

Content

- *Logos:* RCEE-CPFN, FCEE, Abrimex
And EUROOPEN-PEN International
- *Title:* 21^e Foire commerciale des entreprises d'entraînement /
21st Practice Firms Trade Fair
- *Slogan:* «Le commerce virtuel: une expérience sans frontière ! »
“Virtual Trading: a borderless experience!”
- *Location:* Le Centre Expo Cogéco Drummondville
- *Dates:* le 7 novembre de 9 h à 17 h / November 7 from 9 am – 5 pm
le 8 novembre de 9h à midi / November 8 from 9 am - noon

Content (...)

- *Reference:*
- *Organizing Committee:*
- *Member of:*
- *Sponsors:*
- *Graphic Designer:*
- <http://rcee-cpfn.ca/fr/nos-activites/>
- <http://rcee-cpfn.ca/en/events/>

Entrée gratuite / Free admission

(Logos : Abrimex et RCEE)

(EUROPEN-PEN International logo)

(Logos à venir / TBD)

(nom du gagnant / name of winner)

To be provided by the winner...

- A final file for printing (in Illustrator, Photoshop, InDesign ... or other commonly used software), with a resolution of 150 dpi, in 4 colors process CMYK bleed (and not RGB).
- File must include all graphic elements used in the design (images, fonts, links..)