

25e édition

Franco Foire

DES AFFAIRES ET
SERVICES EN FRANÇAIS

OCTOBER 16, 2021 | ACFOMI

Guide Promotionnel – Promotional Package

Join the 2021 Franco-Foire !

October 16, 2021

Showcase your business/organization to the Francophone community at the 25th annual Franco-Foire of French Language Services - Virtual Edition!

As usual, it's **free!**

Many interactive activities
await our participants:

- Virtual Exhibit
- Film
- Escape Room
- Spectacle
- Live Demonstrations
- Networking

New This Year: Virtual Event Platform

To celebrate in style and benefit our exhibitors, we invested in the virtual event platform Pheedloop! This platform will allow exhibitors to create their virtual booth. Plus, Pheedloop will facilitate content management and communication between exhibitors and the Franco-Foire team.

Each exhibitors will have access to our Pheedloop Exhibitor Portal and can create their personalized booth including:

Logo - Banner - Video - Description and Contact Info
Live Chat - One on One Video Chat with Visitors

Promotional Package

ACFOMI

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Franco
Foire

Build Your Own Franco-Foire !

This year, we're giving you the opportunity to create a Franco-Foire that is right for you. Participation in the Franco-Foire only requires a minimum effort, however we invite you to maximize your resources to provide the best experience for visitors.

Check out the examples below and build your Franco-Foire experience!

Here are 3 different exhibitor profiles:

Example 1

This exhibitor is not available the day of, but they participate by posting on social media and creating a booth including:

- Logo
- Banner
- Organization Description
- Contact Information

Example 2

Contrary to example 1, this exhibitor is available during the fair and their booth also includes:

- Live Chat with visitors
- One on One Live Videoconferencing with visitors

+ The exhibitor proposes a live session to promote their services, to network, or to answer visitor questions.

Example 3

In addition to being present at the fair, offering live chat and video chat to visitors, this exhibitor includes:

+ A live session to promote their services, to network, or to answer visitor questions.

+ This exhibitor offers a promotion or contest during the fair!

This is also included in our promotional booklet.

The Franco-Foire Digital Booklet



Promotions and contests valid from October 14 to October 16, 2021

Here is a new initiative we are adding to this year's Franco-Foire: a digital promotion booklet!

For this initiative, we encourage you to offer a new promotion, an existing promotion, or a contest. Participating businesses/organizations will have a space reserved in our digital booklet offered to participants of the 2021 Franco-Foire.

Our Marketing Efforts

With your participation, this year's Franco-Foire can reach many individuals. Imagine the success if everyone shares the event with their community!



/acfomilleiles



@acfo_milleiles



@ACFOMI

ACFOMI will use its various communication channels to promote this event!

We will be promoting exhibitors on our social media.

ACFOMI will also work with community partners to spread the word to ensure the participation of Francophones and Francophiles from Kingston and the Thousand Islands!

To sign up:

www.pheedloop.com/exhibitor/contract/francofoire/apply/