





# ESC CONGRESS 2009 - INDUSTRY PRINTED MATERIAL

## Use of Logos and Deadlines for approval

ESC approval	ESC Logo 	Event Visual 	Industry Corporate Logo	Products Names & Logos	Studies Names & Logos	Deadline for approval	NO ESC approval	ESC Logo 	Event Visual 	Industry Corporate Logo	Products Names & Logos	Studies Names & Logos	Deadline for approval
<b>Pre-Congress Mailing Insert</b> <i>Inserts mailed prior the Congress start (25 000)</i>	No	Yes	Yes	No	Yes	30 June 2009	Abstract Book <u>content</u>	No	No	Yes	No	Yes	No ESC Approval needed
<b>Standard Promotional Drop Banner</b> <i>Specific drop banner location to promote the session</i>	No	Yes	Yes	No	Yes	30 June 2009	Lectern panel	No	No	Yes	No	Yes	No ESC Approval needed
<b>Delegate Bag Insert</b> <i>Inserts inserted into the Congress Bags (26 000)</i>	No	Yes	Yes	No	Yes	30 June 2009	Stage tables panel	No	No	Yes	No	Yes	No ESC Approval needed
<b>WebLink</b> <i>Linked to online Final Programme</i>	No	Yes	Yes	No	Yes	14 August 2009	Name signs	No	No	Yes	No	Yes	No ESC Approval needed
<b>Flyer / Invitation</b> <i>distribute on booth (except EBAC), in front of lecture room, Industry Welcome Desk, official display rack</i>	No	Yes	Yes	No	Yes	15 July 2009	Slide template	No	No	Yes	No	Yes	No ESC Approval needed
<b>Poster or Display Unit</b> <i>Display on booth, in front of lecture room, Industry Welcome Desk</i>	No	Yes	Yes	No	Yes	15 July 2009	Gala evening invitation	No	No	Yes	No	Yes	No ESC Approval needed
<b>Banner</b> <i>hang up in the lecture room</i>	No	Yes	Yes	No	Yes	15 July 2009	Delegate Questionnaire	No	No	Yes	No	Yes	No ESC Approval needed
<b>Abstract Book <u>cover page</u></b>	No	Yes	Yes	No	Yes	15 July 2009	Delegate Registration form	No	No	Yes	No	Yes	No ESC Approval needed

EBAC Accredited Educational Programmes printed materials MUST respect the EBAC specific template.