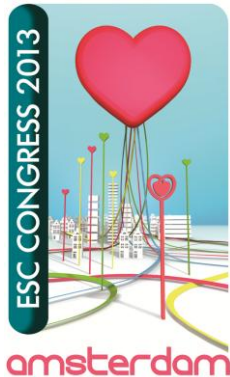


# ESC Congress 2013 Branding Guidelines

## Industry Sponsored Sessions

### ESC Congress 2013 Event Visual



**The use of the ESC Logo is not allowed.**

### ESC Congress 2013 official name

**On your document please use only the official name "ESC Congress 2013".**

### Rules

The use of the ESC Congress 2013 Event visual is not mandatory and **only allowed** for Industry Sponsored Session Sessions and EBAC Accredited Educational Programmes:

- Satellite Symposia,
- Hands-On Tutorials
- EBAC Accredited Educational Programmes

The ESC Congress 2013 Event Visual is **only allowed** on:

- Invitation flyers,
- Posters or Roll-ups,
- Pre-Congress mailing inserts,
- Delegate Bag inserts,
- Web links,
- Banners,
- Information Screens
- Abstract Books cover pages.

The content of the promotional material must not include any product names, brand names or specific quality or virtues of a sponsoring Industry or any of its product(s) either via text or visuals. Ongoing studies logos or visuals are allowed.

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*To reduce the burden of cardiovascular disease in Europe*

The European Heart House - 2035 Route des Colles - Les Templiers - BP 179 - 06903 Sophia Antipolis Cedex - France  
Tel. +33-(0)4 92 94 76 00 - Fax. +33-(0)4 92 94 76 01

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