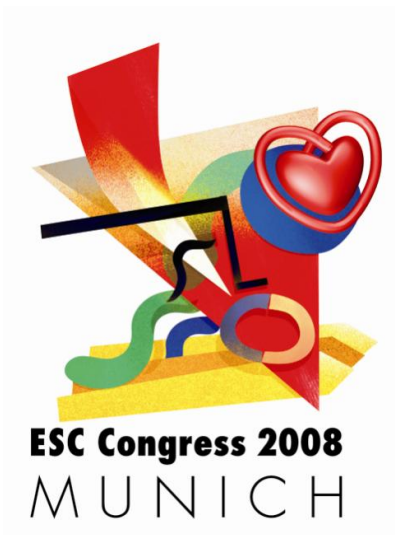




# ESC Congress 2008 Branding guidelines



## Industry Sponsored Sessions

held during the ESC Congress 2008



The use of the ESC Congress 2008 Event visual is not mandatory and **only allowed** for Industry Sponsored Sessions.  
**The use of the ESC Logo is not allowed.**

The ESC Congress 2008 event visual is **only allowed** on:

Invitation flyers, posters or display units, Pre-Congress mailing inserts, Delegate Bag inserts, Weblinks, Promotional Drop Banners, Banners and 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.

### **ESC Congress 2008 event visual**



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