

ESC CONGRESS 2008 - INDUSTRY PRINTED MATERIAL

Use of ESC Logo and Deadlines for approval

ESC approval before printing	ESC approval before printing	ESC Logo	ESC Congress 2008 Event Visual	Industry Corporate Logo	Products Names & Logos	Studies Names & Logos	Deadline for approval
Pre-Congress Mailing Insert <i>Inserts mailed prior the Congress start</i>	Yes	No	Yes	Yes	No	Yes	15 June 2008
Standard Promotional Drop Banner <i>Specific drop banner location to promote the</i>	Yes	No	Yes	Yes	No	Yes	14-Aug-08
Delegate Bag Insert <i>Inserts inserted into the Delegate Bags</i>	Yes	No	Yes	Yes	No	Yes	15 July 2008
WebLink <i>Linked to online Final Programme (Guidelines)</i>	Yes	No	Yes	Yes	No	Yes	31 July 2008
Flyer / Invitation <i>distribute on booth, in front of lecture room, Industry Welcome Desk, official display rack</i>	Yes	No	Yes	Yes	No	Yes	31 July 2008
Poster or Display Unit <i>Display on booth, in front of lecture room, Industry Welcome Desk</i>	Yes	No	Yes	Yes	No	Yes	31 July 2008
Banner <i>hang up in the lecture room</i>	Yes	No	Yes	Yes	No	Yes	31 July 2008
Abstract Book <u>cover page</u>	Yes	No	Yes	Yes	No	Yes	31 July 2008

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

NO ESC approval before printing	ESC approval before printing	ESC Logo	ESC Congress 2008 Event Visual	Industry Corporate Logo	Products Names & Logos	Studies Names & Logos	Deadline for approval
Abstract Book <u>content</u>	No	No	No	Yes	No	Yes	No ESC Approval needed

Lectern panel	No	No	No	Yes	No	Yes	No ESC Approval needed
Stage tables panel	No	No	No	Yes	No	Yes	No ESC Approval needed
Name signs	No	No	No	Yes	No	Yes	No ESC Approval needed
Slide template	No	No	No	Yes	No	Yes	No ESC Approval needed
Gala evening invitation	No	No	No	Yes	No	Yes	No ESC Approval needed
Delegate Questionnaire	No	No	No	Yes	No	Yes	No ESC Approval needed
Delegate Registration form	No	No	No	Yes	No	Yes	No ESC Approval needed