ESC Congress 2010 Branding Guidelines
Industry Supported Educational Sessions

ESC Congress 2010 event visual

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ESC Congress 2010 official name

On your document please use only the official name "ESC Congress 2010".

Rules

The use of the ESC Congress 2010 Event visual is not mandatory and **only allowed** for Industry Supported Educational Activities:
- Satellite Symposia,
- Mini-Satellite Symposia,
- EBAC Accredited Educational Programmes,
- Hands-On Tutorials,

The ESC Congress 2010 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.

The use of the ESC Logo is not allowed.