



## Rules and regulations for EAACI promotions

The use of any EAACI corporate branding and visuals (such as logos, images, graphics, and branding guidelines) is strictly forbidden in any advertising, publicity, signage, product, printed matter, film, video, other media etc. without prior request and subsequent written approval from the EAACI.

A copy of the EAACI Branding Guidelines or further information may be obtained on request: [communications@eaaci.org](mailto:communications@eaaci.org)

All submissions must be sent to [sponsors@eaaci.org](mailto:sponsors@eaaci.org) for approval and subject to the item related submission deadline.

## Publications and other EAACI promotions

The following actions are **not permitted** on any publications and other promotions related to EAACI Congresses and meetings (in all formats either Physical only, fully Digital or Hybrid):

- Advertisement of products (product names, product photos, trade names)\*
- Usage of external links to company webpages (in any form whether hyperlinked, plain text or otherwise). Exceptions apply for industry digital booths within the exhibition area and digital industry symposia pages within a Digital event platform.
- Explicit naming of EAACI in the company symposium title or description
- Usage of the EAACI or EAACI Association logos

It is permitted to use ONLY the EAACI event visual (picto) to promote event activities. This picto is the only EAACI visual that may be used and it must not be distorted or altered in any way. The picto size should be used in a manner which gives the reader the impression of a stamp of participation. Therefore, the visual size should not be larger than 10% the size of the page upon which it appears.

Industry Partners may not create letterheads, invitations, or other materials that give the impression of being official EAACI Event materials. The materials must clearly and primarily carry the branding of the Industry Partner.

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Examples included below:



Exhibitors or their agencies are not allowed to reproduce texts that have been specially produced by EAACI or EAACI Associations for use in publications or any material posted on the EAACI Website or other online EAACI products.

### Official names of EAACI congresses

When referring to a digital congress/event in a specific year:

- EAACI Digital Congress 20XX
- FAAM Digital 20XX
- ISAF Digital 20XX

When referring to a congress/event in a specific year:

- EAACI Congress 20XX
- PAAM 20XX
- FAAM 20XX
- ISAF 20XX
- EUROBAT 20XX
- DHM 20XX
- ISMA 20XX

When referring to the congress in general:

- EAACI Congress
- PAAM
- FAAM
- ISAF
- EUROBAT
- DHM
- ISMA

### Should you have of any questions,

please do not hesitate to contact us at any time.

Email: [sponsors@eaaci.org](mailto:sponsors@eaaci.org)

The content of this document is subject to change.