Rules and regulations for EAACI promotions
EAACI Congress 2020

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

All submissions must be sent to eaaci2020sponsorship@eaaci.org for approval and subject to the item related submission deadline. All deadlines are published on the Industry Service Center (ISC) or are indicated in the official EAACI Congress 2020 Prospectus.

Publications and other EAACI promotions

The following actions are not permitted on any publications and other promotions related to the EAACI Congress 2020:

• 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)

• Links to pre-registration sites for the company symposium (in any form whether hyperlinked, plain text or otherwise)

• Explicit naming of EAACI in the company symposium title or description

• Usage of the EAACI or EAACI Association logos

*Product advertisement is permitted for selected sponsoring items within a designated exhibition area. Please refer to our Terms and Conditions regarding compliance guidelines.
It is permitted to use ONLY the EAACI Congress event visual (picto) to promote congress activities. This picto is the only EAACI Congresses 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 Congress materials. The materials must clearly and primarily carry the branding of the Industry Partner.

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 Mobile App.

**Official names of EAACI congresses**

When referring to a congress in a specific year:
- EAACI Congress 20XX
- PAAM 20XX
- FAAM 20XX
- ISMA 20XX

When referring to the congress in general:
- EAACI Congress
- PAAM
- FAAM
- ISMA

Your advertisement may be used as an announcement of your symposium or serve as a booth promotion.

In case of any questions, please do not hesitate to contact us at any time.
Email: eaaci2020sponsorship@eaaci.de

The content of this document is subject to change.