



## Rules and regulations for EAACI promotions

### EAACI Hybrid & Digital only Congresses & Events

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 materials, film, video, other media etc. without prior request and subsequent written approval from EAACI.

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

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

### Publications and other EAACI promotion

The following actions are **not permitted** on any publications and other promotion related to EAACI Congresses & Events (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 or products (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

\* Product advertisement is permitted for selected sponsoring items within a designated virtual exhibition areas and the industry symposia digital pages. Please refer to our Terms and Conditions regarding compliance guidelines.

It is permitted to use ONLY the EAACI event visual (picto) to promote event activities, 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 any larger than 10% of the size of the page upon which it appears. See example images below.

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.



Exhibitors, sponsors or their agencies are not allowed to reproduce texts that have been specially produced by EAACI or EAACI Association 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 the Hybrid congress:

- EAACI Hybrid Congress 2022

When referring to a Digital only congress/event:

- EAACI Digital Congress 2020
- PAAM Digital 2021

When referring to a congress in a specific year:

- EAACI Digital Congress 20XX
- EAACI Congress 20XX (for editions prior 2020)
- FAAM-EUROBAT Digital 20XX
- FAAM 20XX (for editions prior 2020)
- PAAM 20XX (for editions prior 2021)
- ISMA 20XX

When referring to the congress in general:

- EAACI Congress
- FAAM-EUROBAT
- FAAM
- PAAM
- 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.**