



AVA ANNUAL SCIENTIFIC MEETING

LOGO REQUEST FORM

The AVA 2018 Annual Scientific Meeting invites exhibitors to use the Meeting logo, as appropriate, to promote their participation in the meeting or exposition. In order to preserve brand identity and ensure accurate and consistent usage, this guide was developed to provide basic graphic standards for the use of the AVA Annual Scientific Meeting logo and identity. Uniform use of the name and logo is essential for creating an internationally recognizable identity and reference for our members.

TERMS/CONDITIONS:

1. Meeting logo may not be placed directly next to, below, or above the requestor's logo. Meeting logo must appear in a smaller, less dominant position and type size than the requestor's company logo or name.
2. Requestor will not use the logo in a manner as to give the impression that the company or publication is endorsed by the AVA Annual Scientific Meeting. The logo may not be used in a manner that suggests or implies AVA endorsement or approval of any person, product, service, or activity.
3. When referring to the Meeting in text, it can be referenced as only the following: "AVA Annual Scientific Meeting"
4. When promoting an exhibitor symposium, the symposium must be used, not a "session" or "seminar." In addition, the sponsoring company's name must be tied to the event name. This is the acceptable format:
 - a. [Company name] hosted symposium, [Event Title]
 - b. Breakfast (or Lunch) Symposium hosted by [Company Name]
 - c. [Company Name] Reception
 - d. [Event Name] hosted by [Company Name]
5. When promoting a Platinum Showcase, the event must be mentioned as a "Platinum Showcase" and not a "session" or "seminar." In addition, the sponsoring company's name must be tied to the event name. This is the acceptable format:
 - a. Platinum Showcase [Title] hosted by [Company Name]
 - b. [Company name] hosted Platinum Showcase, [Event Title]
6. There cannot be any implication of AVA endorsement. The logo may not be used for purposes other than acknowledging participation in the Meeting and exposition.
7. Photos of other companies' products or product comparisons are prohibited.
8. The AVA Annual Scientific Meeting logo, or any design elements incorporated within the logo, is to only be used in the promotion of exhibiting at the meeting.

PERMISSION

1. Usage of this logo (eps, vectored format and jpg format) is for one-time, non-exclusive basis.
2. You must submit a copy of the marketing piece PRIOR to production. If the piece is not approved, AVA is not responsible for any costs associated with re-design, printing, shipping, or otherwise.

I have read and understand the terms and conditions regarding the usage of said logo. If any of the terms and conditions are violated, I understand that I may be banned from exhibiting at future years' meetings

Signature of Requestor

Date

Email request to: kowings@sponsorshipboost.com