

APIC25 CONFERENCE LOGO REQUEST FORM

Exhibitors participating in the conference are welcome to use the conference logo, as appropriate, to promote their participation in the conference 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 APIC25 name, logo, and identity. Uniform use of the conference name and logo is essential for creating an internationally recognizable identity and reference for our members.

If you have questions about the use of the APIC25 logo, please contact [Alicia Fresquez@AFassanoCo.com](mailto:Alicia.Fresquez@AFassanoCo.com).

Rules:

1. Conference 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 to give the impression that the company or publication is affiliated with or endorsed by the APIC 2025 Annual Conference & Exposition. The logo may not be used in a manner that suggests or implies APIC endorsement or approval of any person, product, service, or activity.
 3. Name Use within Text: When referring to the Conference in text, it can be referenced as only any of the following: "APIC25," or "the APIC 2025 Annual Conference & Exposition."
 4. When promoting an exhibitor symposium, the symposium must be mentioned as a "[Company name] satellite symposium," and not a "session" or "seminar." In addition, the host company's name must be tied to the event name. Other acceptable references include:
 1. Breakfast (or Evening) Symposium hosted by [Company Name]
 2. [Company Name] Symposium or Reception
 3. [Event Name] hosted by [Company Name]An alternative to "hosted" that APIC will allow is "convened."
There cannot be any implication of APIC endorsement.
 5. The logo may not be used for purposes other than acknowledging participation in the conference and exposition.
 6. Photos of other companies' products or product comparisons are prohibited.
 7. Conference logo may not be placed directly next to, below, or above the requestor's logo.
 8. The APIC 2025 Annual Conference & Exposition logo, or any design elements incorporated within the logo, is to only be used in the promotion of the Requestor's attendance at the conference and may not be reproduced on/in an item which is made available for resale or on sales and marketing materials, including Internet sites, unless express written permission is provided by APIC. An item for resale is definite as any product or service which is available for commercial or wholesale purchase.
 9. When adding the logo on your company website, please use the following hyperlink [HERE](#)
 10. Permission is granted for the use of the APIC 2025 Annual Conference & Exposition logo on a one-time, non-exclusive basis.
 11. If granted permission to use the APIC 2025 Annual Conference & Exposition logo on printed pieces or other materials, a copy of the piece must be forwarded to APIC for approval **PRIOR** to production. A final draft of the piece must be forwarded to APIC. If the piece is not approved, APIC is not responsible for any costs associated with re-design, printing, shipping, or otherwise.
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- I would like to obtain the APIC 2025 Annual Conference & Exposition logo (eps, vectored format and jpg format) for one-time, non-exclusive use. 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 the 2025 and future years annual APIC Conference.

Name: _____ Company: _____

Email: _____

I intend to use the APIC25 logo for: _____

Signature of Requestor: _____ Digitally _____ Date: _____

E-mail request to: APIC Exhibits Department [Alicia Fresquez@AFassanoCo.com](mailto:Alicia.Fresquez@AFassanoCo.com).