



Vermont Business & Industry EXPO Logo and Name Usage Guidelines

1. The Vermont Business & Industry EXPO Logo is property of the Vermont Chamber of Commerce.
2. Registered exhibitors may use the EXPO Logo in any promotional material directly related to their booth at the Vermont Business & Industry EXPO, including exhibitor web pages.
3. In using the Logo, exhibitors agree to not change or alter the appearance of the logo other than adjusting size. Exhibitors may choose to alter the Logo to a grayscale mode if necessary.
4. When referring to EXPO 2009, exhibitors must use the full name, Vermont Business & Industry EXPO 2009, in first reference and may use EXPO or EXPO 2010 in all subsequent references.
5. EXPO should always be typed using "all caps," and should never be referred to as, "the EXPO."
6. If using the EXPO Logo on a website, please direct the link to www.vtexpo.com.
7. Should exhibitors choose to use the EXPO 2010 Logo in promotional material or on their websites, please report all usage to Antonia Opitz at the Vermont Chamber of Commerce (aopitz@vtchamber.com) so that full marketing efforts for the show can be tracked.