

Student Centers Advertising Procedures

A. Banner Reservation Procedures

1. Who May Reserve Banners?

- a. All Mason Departments and Recognized Student Organizations may reserve banner spaces (interior or exterior) at the Johnson Center, Student Union I, The Hub and Southside. Due to the extremely limited number of spaces, External Organizations and individuals are not able to reserve banner spaces.

2. Locations of Banners in Student Centers

- a. Johnson Center interior pole banners located in the Atrium and Ground Floor.
- b. Student Union I exterior rail banners.
- c. Student Union 1 interior banners in the Patriot Lounge.
- d. The Hub interior and exterior banners.
- e. Southside interior and exterior banners.
- f. Johnson Center interior rail banner (special conditions apply. See A.3.e).
- g. All posters or flyers mounted on stakes placed in the ground around the Johnson Center, Student Union I, The Hub and Southside must be processed and approved by the Office of Events Management to ensure underground utility lines are not damaged and specifications are met. For more information, contact Office of Events Management at 703.993.2853.
- h. To coordinate banners to be posted on the Johnson Center Plazas, contact Facilities Management Customer Service at 703.993.2525.

3. Banner Terms and Conditions

- a. Mason departments and Recognized Student Organizations should complete the Banner Request Form found at <http://studentcenters.gmu.edu> at **least 10 business days before the desired reservation date**. Availability of space is not guaranteed. Reservations are based on availability of unreserved space.
- b. Banners must be **made of vinyl** unless otherwise authorized by the Director of Student Centers or his/her designated representative.
- c. Approved banners dimensions vary depending upon location.

Locations	Orientation	Dimensions	Additional
Johnson Center Pole Banners	Vertical	30" wide by 60" tall	2.5 inch open seam on top and bottom or Grommets on all 4 corners
Johnson Center Rail Banners	Horizontal	8'-15' wide by 3'-3.5' tall	Grommets at top every 2' apart
SUB 1 Exterior and Hub Interior	Horizontal	5.5'-8' wide by 3'-3.5' tall	Grommets at top every 2' apart
Hub Front Façade & Southside Rails	Horizontal	8'-12' wide by 3'-3.5' tall	Grommets at top every 2' apart

- d. The name of the sponsoring organization or department must appear on the banner.
- e. The second and third floor interior atrium railing of the Johnson Center may only be used for banners that promote school spirit or campus-wide events, which are considered University traditions. Consideration for approval will be given by the Director of Student Centers or his/her designated representative and may require additional time.
- f. All banners are hung up and taken down on Sunday afternoons by Student Centers staff unless otherwise authorized by the Director of Student Centers or his/her designated representative.
- g. Internal Organizations may make up to **four 7-day banner reservations per semester**.
- h. Banners must be **brought to the Student Center Administrative Office in Johnson Center 324 no later than 3pm on the Friday before your reservation start date**. Not adhering to these procedures may result in a delay in posting of the banner.
- i. It is the responsibility of the organization or department to **pick up its banner by 4pm on the Tuesday after your reservation end date**. Student Centers is not held responsible for

Student Centers Advertising Procedures

damages, lost or stolen banners while posted, nor for banners not retrieved by the reserving organization or department by the Tuesday after the reservation end date.

- j. Organizations and departments may loan Student Centers pole banners for an academic year. These loaned banners will be hung on unreserved pole banner space as they are available at the discretion of the Student Centers staff.

B. Kiosk and Tabling Reservations Procedures

1. Who Can Reserve Kiosks and Tables?

- a. All Mason Departments and Recognized Student Organizations as well as individual students in need of the kiosks for academic project work may reserve kiosk and tabling space free of charge.
- b. External Organizations may reserve a kiosk or table for a reasonable fee.
- c. Availability of space is not guaranteed. Reservations are based on availability of unreserved space.

2. Kiosk and Table Locations

- a. Johnson Center Atrium Kiosks
- b. Johnson Center East Plaza Table (Outdoor Location)
- c. SUB 1 Patriots Lounge
- d. SUB 1 Quad Sidewalk (Outdoor Location)
- e. The Hub – Mid Level
- f. Southside Table – First Floor
- g. Southside Sidewalk (Outdoor Location)

3. Kiosk and Table Privileges for Mason Organizations and Departments

- a. The privilege to reserve Student Centers Kiosk and Tabling areas is offered to all Recognized Student Organizations or Mason Departments for **up to 48 hours per semester**.
- b. A kiosk or table can be reserved for up to four hours a day and no more than five consecutive working days at a time.

4. Cancellation Policies for Mason Organizations and Departments

- a. **Cancelled one week prior to reservation date:** No loss of reservation hours
- b. **Between one week and 24 hours prior to reservation time:** Half of reservation hours will be counted towards semester allotment.
- c. **Less than 24 hours prior to reservation:** Total reservation hours will be counted towards semester allotment
- d. **No Shows:** Double the amount of reservation hours will be counted towards semester allotment. Multiple no shows in a semester could lead to a loss of kiosk and tabling privileges for current and following semester.
- e. If no representative is present within 15 minutes of the start of the reservation, the kiosk will then be available to any organization or department to reserve through the normal process.

5. Kiosk Privileges for Academic Project Work

- a. Individual George Mason University students may reserve Student Centers Kiosk and Tabling areas for academic project work.
- b. The academic project work must be for a class the requestor is enrolled in during the current semester.
- c. Students will need to provide contact information for the professor of the class so the legitimacy of the proposed work may be verified.
- d. Students may reserve one kiosk or table per day for up to two hours a day, for up to two consecutive working days, totaling no more than three dates per semester.

6. Kiosk Privileges for Commercial Vendors and Non-Commercial Organizations

- a. The fee per day includes one table or kiosk for up to 8 hours of use in a single day and wireless access (if requested).
- b. Kiosks can be scheduled up to 4 consecutive dates.
- c. Each Commercial Vendor or Non-Commercial Organization may reserve up to 20 total dates per semester.
- d. An organization or vendor may reserve up to 2 kiosks or tables on the same day. Kiosks must be adjoining.

Student Centers Advertising Procedures

- e. It is the responsibility of the vendor or organization to coordinate parking arrangements for any vehicles with Parking Services.
 - f. Student Centers is not able to assist any vendors or organizations with resolving any tickets and fines incurred from parking on campus.
7. **Rates Per Day of Kiosk Reservations for Commercial Vendors and Non-Commercial Organizations**
- a. **For-Profit entities**
 - i. Will be charged a rate of \$160 per day
 - ii. If money will be exchanged, Student Centers requires a copy of the organization's Fairfax County Vending License or Business License
 - iii. If money will not be exchanged, a copy of the organization's Business License, Tax ID Certificate or other form of verifiable documentation.
 - b. **Non-Profit entities**
 - i. Will be charged a rate of \$80 per day
 - ii. If money will be exchanged, a copy of proof of registration with the IRS under 501.c3-8 local registrar or other documentation verifying the organization as a Special Interest Group or affiliated with an official fund raising activity will need to be submitted to the Student Centers Administrative Office
 - iii. If money will not be exchanged, a copy of proof of registration with the IRS under 501.c3-8, local registrar or other documentation that verifies the entity of activity as not-for
 - c. **SWaM Vendors**
 - i. Will be charged a rate of \$80 per day
 - ii. To qualify for the SWaM vendor rate, the organization must be registered as a SWaM vendor in eVA. Reservations will not be processed if your name is either not on the current eVA SWaM vendor listing or the organization is unable to provide documentation of recent SWaM certification.
 - d. Payment can be made by cash, credit card, or check and must be made by the time of the reservation. Failure to pay before date will result in the release of reservation without notice.
8. **Cancellation Policies for Commercial Vendors and Non-Commercial Organizations**
- a. NO REFUNDS can be provided for cancelled reservations.
 - b. Vendors may request to cancel a reservation no later than **TWO BUSINESS DAYS** before your reservation date. At that time the reservation may be rescheduled to another date in the same semester at no cost. Credit for the cancelled date will expire at the end of the semester.
 - c. If a reservation is cancelled less than two business days before the reservation time, then fees are surrendered.
 - d. If no representative is present within 15 minutes of the start of the reservation, the kiosk or table will then be available to any organization or department to reserve through normal processes.
9. **Kiosk and Table Terms and Conditions For All Users**
- a. The kiosk is in a public space. As a member of the Mason Community, any representatives at the kiosk or table will treat fellow students, staff, faculty and visitors with respect.
 - b. All activity must be conducted behind the kiosk with a maximum of **three chairs**.
 - c. A representative of the scheduled organization must be present at all times. If no representative is present within 15 minutes of the start of the reservation, the kiosk will be available to any organization or department to reserve through the normal process.
 - d. Products and services may not conflict with the University's exclusive contracts which include:
 - i. Barnes and Noble
 - ii. Sodexo Food Services
 - iii. Coke Vending Company
 - iv. Creda Vending Company
 - v. Apple Federal Credit Union
 - e. **Only commercially produced, pre-packaged, individually wrapped, single serving size food and/or drinks may be sold or distributed at kiosks and tables. No home baked goods.**

Student Centers Advertising Procedures

- f. Beverages provided in bulk serving containers are allowed if they are procured from Sodexo Catering.
 - g. One item, such as a stand-up banner, is allowed on one side of the kiosk, but not both.
 - h. Nothing can be posted on walls or columns.
 - i. No extra tables or objects may be set up next to or moved by the kiosk.
 - j. Only outlets directly adjacent to a kiosk may be used. No electrical cords may be run across walkways. No extension cords allowed. Power supply is only available at select kiosks.
 - k. No amplified sound is allowed at the kiosks at any time.
 - l. Due to fire regulations, **helium balloons are prohibited in the Johnson Center.**
10. **Additional Terms and Conditions for Commercial Vendors and Non-Commercial Organizations**
- a. Indemnify, defend and hold harmless George Mason University from any liability, damage, expense, cause of action, suits claims, judgments , and costs of defense arising from injury to persons or personal property which arise out of any act, failure to act, or negligence of the organization, its agents, or employees. All personal property of the organization, its employee agents, licensees, servants, clients, members, guests, or trespassers, shall be at the sole risk of said parties. George Mason University shall not be liable to any such person or party for any damage or loss to personal property thereof.
 - b. Maintain a bond or insurance coverage sufficient to ensure repair or replacement for all George Mason University property, and the property of its employees, that may be lost or damaged as a result of the event.
 - c. Indemnify, defend, and hold harmless George Mason University from any liability , damage, expense, cause of action, suits, claims, judgments and costs of defense arising from any bills, charges, credits and other expenses incurred by or placed against me or the company/business for which I am an agent.
 - d. Prominently display on my reserved table the following notice: THE VENDOR OPERATES AS AN INDEPENDENT BUSINESS ENTITY AND IS NOT AFFILIATED WITH GEORGE MASON UNIVERSITY. GEORGE MASON UNIVERSITY DOES NOT ENDORSE OR RECOMMEND THE VENDOR AND ASSUMES NO RESPONSIBILITY FOR ANY GOODS OR SERVICES PURCHASED FROM THE VENDOR.

C. Flyer Reservations Procedures

- 1. **Who Can Hang Flyers?**
 - a. Mason departments, organizations, individual faculty, staff and students, companies, recruiters, community organizations and all other individuals may post flyers in the Johnson Center, Southside, Student Union 1, and The Hub.
- 2. **Flyer Guidelines**
 - a. Every flyer posted within the Student Centers must be stamped with the date it is posted at one of the University Information Desks (Johnson Center, SUB 1, or The Hub).
 - b. University Information Desks will collect a copy of each type of flyer stamped.
 - c. Flyers can be up to 11X17 inches in size.
 - d. Flyers must include the full name and contact information (e.g. phone number, email, and/or website) of the sponsoring organization or individual. This provides direct contact information for the sponsor of the flyer so if a patron would like further information or dialogue with the sponsor, it is possible.
 - e. Content of flyer must comply with all George Mason University, Virginia and local laws and policies.
 - f. Flyers cannot include alcohol prices, promotion of drinking, pornography, or potential dangers.
 - g. Fundraiser flyers must include information about the recipient of the funds.
 - h. If the flyer is in a foreign language, an English translation is required.
 - i. There should be no more than 1 flyer per posting location promoting a particular event.
 - j. Flyers covering previously posted flyers will be removed.
- 3. **Locations and Amounts**
 - a. Each Mason Department and Recognized Student Organization can have up to 12 flyers approved (+1 copy for the flyer archive).

Student Centers Advertising Procedures

- b. Individuals and Non-Mason Organizations can have up to 7 flyers approved (+1 copy for the flyer archive).
- c. These flyers can be posted in the following locations in the following amounts:

Facility	Location	Mason Department/Recognized Student Organizations	Individuals and Non-Mason Organizations
Johnson Center	Walls directly facing each elevator on the first, second, and third floors.	6	3
SUB 1	Posting strips in the stairwells	4	2
The Hub	Bulletin Boards between the 1 st and 2 nd floors	1	1
Southside	Bulletin Board in the foyer (near stairs)	1	1

4. **Removal Process**

- a. Flyers with specific event dates or deadlines can be posted up to 1 month prior to the event or deadline. These flyers will be removed by Student Centers staff after the specific event date or deadline has passed.
- b. Flyers with no event date or deadline will be removed every Sunday after 5pm.
- c. Flyers with no stamp from the Information Desk will be removed immediately.
- d. Flyers which go over the amount mentioned in Table C.3.c. will be removed.
- e. A removal fee of \$10 per flyer may be assessed for postings in areas that are not approved such as entry door windows, painted walls, stair rails, or floors.
- f. Longer periods for posting must be approved by the Director of Student Center or his/her designee.

D. **Easel Reservation Procedures**

1. **Who may use Easels?**

- a. All Mason Departments and Recognized Student Organizations may reserve easels at the Johnson Center, SUB I, or The Hub.

2. **Locations**

Facility	Easel	Location
Johnson Center	A	Bookstore/Computer Store
Johnson Center	B	Bookstore/Bank
Johnson Center	C	Elevator Area (West)
Johnson Center	D	Elevator Area (East)
Johnson Center	E	Atrium Stairs (to ground floor)
Johnson Center	F	Ground Floor (by stairs)
Student Union 1	G	Column 2 nd Floor (Student Health side)
Student Union 1	H	Ground Floor (wall near Chick-Fil-A)
The Hub	I	2 nd Floor Hallway (next to restroom)
The Hub	J	3 rd Floor Lobby (near stairs)

3. **Easel Privileges for Mason Organizations and Departments**

Student Centers Advertising Procedures

- a. All recognized Student Organizations or Mason Departments may reserve **up to three easels** for no more than **two consecutive days** at a time for up to **20 days per semester**.
4. **Cancellation Policies for Mason Organizations and Departments**
 - a. **One week prior to reservation date:** No loss of easel reservation time
 - b. **Less than one week prior to reservation time:** Total reservation time will be counted towards semester allotment
 - c. **No Shows:** Double the amount of reservation time will be counted towards semester allotment. Multiple no shows in a semester could lead to a loss of easel privileges for current and following semester.
5. **Easel Guidelines**
 - a. Organizations should submit a completed Easel Reservation Request Form found at <http://studentcenters.gmu.edu> **at least 10 business days** before the desired reservation date. Reservations can be made up to 3 months in advance. Availability of space is not guaranteed. Reservations are based on availability of unreserved space.
 - b. Easels **MUST** remain in the assigned area and may not be moved.
 - c. Content on easel must comply with all Mason, Virginia and local laws
 - d. Content on easels cannot include alcohol prices, promotion of drinking, pornography, discrimination or potential dangers.
 - e. Student Centers is not held responsible for damages, lost, or stolen materials while posted on reserved easels or for materials not retrieved by organizations at their reservation end date/time.
 - f. Easels, if **not occupied within 15 minutes** of the reservation start time, maybe taken down by Student Centers Staff or reserved by another Mason organization.
 - g. Contents of easel must be removed by the organization within **two hours after the reservation** end time or contents maybe discarded.

E. Table Tents Reservation Procedures

1. **Who Can Use Table Tents?**
 - a. All Mason Departments and Recognized Student Organizations may reserve table tent space at the Johnson Center or Student Union I. Due to the extreme limited spaces, External Organizations and Users and Internal Users are not able to reserve table tent spaces.
2. **Locations and Maximum Reservable Spaces**
 - a. Table tents may be placed at the following locations with approved reservations by Internal Organizations:

Table E.2.a – Locations and Amounts of Table Tents		
Facility	Number of Table Tents	Location
Johnson Center	60	Food Court
Johnson Center	35	Bistro
Johnson Center	15	News Center
Student Union I	20	Patriot's, East & West Lounge
Student Union I	30	Food Court

3. **Table Tent Guidelines**
 - a. Mason Departments and Recognized Student Organizations should email sceneters@gmu.edu with the date and location(s) to reserve table tent space at **least 10 business days** before the desired

Student Centers Advertising Procedures

reservation date. Availability of space is not guaranteed. Reservations are based on availability of unreserved space.

- b. Table tents posted in the Johnson Center or Student Union Building 1 are subject to authorization by the Director of Student Centers or his/her designated representative.
- c. Table tents may not exceed a surface area greater than 8 ½ inches by 11 inches.
- d. The name of the sponsoring Internal Organization must appear on each table tent.
- e. Internal Organizations are limited to five 14-day reservations or 70 days per semester and may make reservations no earlier than 3 months prior to their requested reservation date.
- f. All Internal Organizations must report to Student Centers Administration Office in Johnson Center 324 for a table tent approval date stamp. All table tents require a visible stamp prior to being posted or it will be discarded.
- g. Student Centers is not held responsible for damages, lost or stolen table tents while posted.
- h. Student Centers is not held responsible for table tents that are removed or displaced by the public or for keeping the table tents on the reserved spaces.
- i. All table tents will be removed after 5pm each Sunday. Student Centers is not responsible for table tents not retrieved by the reserving Internal Organization prior to the scheduled removal time.
- j. \$10 per posting (each individual table tent) removal fee will be assessed to Internal Organizations which post in unapproved locations (entry door windows, painted walls, columns, stair rails, floors, etc.) or without authorization in and around the Johnson Center, Student Union 1, The Hub or Southside.

F. Leafletting Procedures

1. **What is Leafletting?**
 - a. Leafletting is defined as handing out of materials to a passerby without use of tables or props. No collection of personal information occurs (see G. Data Collection Procedures for more guidelines on collecting personal information).
2. **Who can Leaflet?**
 - a. Mason organizations, individual faculty, staff, students, companies, recruiters, community organizations and all other individuals are permitted to leaflet.
3. **Locations**
 - a. Leafletting is only permitted in public, outdoor areas of campus that are open for the campus community and the general public to engage in expressive activities so long as distribution of materials does not interfere with the pedestrian or vehicular traffic or otherwise impede others from enjoying access to the same area. *Leafletting is not permitted in any interior locations of any campus facilities.*
4. **Leafletting Guidelines**
 - a. Distributed materials should include the full name and contact information (e.g. phone number, email, and/or website) of the sponsoring organization or individual. This provides direct contact information for the sponsor of the leaflet so a patron can gain further information or engage in dialogue with a sponsor if desired.
 - b. Distribution of materials may not prevent or interrupt the core use of space being requested nor present a safety hazard to others. This includes disrupting activities connected to reserved space through university procedures.
 - c. Users are responsible for picking up leaflets dropped on grounds around leafletting areas. Failure to do so may preclude responsible individuals and/or sponsoring organizations from future leafletting activities and charges for cleaning up leaflets may be assessed to Organizations and Users.

G. Data Collection Procedures

1. **What is Data Collection?**
 - a. Data Collection is defined as acquiring personal information about a passerby such as name, address, email, social security number, phone number, or signature without the use of tables or props.
2. **Who can collect data?**

Student Centers Advertising Procedures

- a. Mason organizations, individual faculty, staff, students, companies, recruiters, community organizations and all other individuals are permitted to collect data on with a valid data collection permit given by Student Centers.
3. **Locations**
 - a. Data Collection is only permitted in public, outdoor areas of campus that are open for the campus community and the general public to engage in expressive activities so long as distribution of materials does not interfere with the pedestrian or vehicular traffic or otherwise impede others from enjoying access to the same area. **Data Collection is not permitted in any interior locations of any campus facilities except from locations specifically reserved for that purpose** (see B. Kiosk and Tabling Reservation Procedures).
4. **Acquiring a Data Collection Permit**
 - a. Data Collection permits may be acquired at Student Centers Administrative Offices in the Johnson Center 324, Monday – Friday from 8:30am until 5pm.
 - b. At least 1 member of a group or organization interested in data collection must provide the Student Centers staff with the following information:
 1. Name of sponsoring organization or individual
 2. Name and contact information of primary contact
 3. Date range for when data collection will take place (up to 6 months)
 4. Purpose of information being collected
 5. Explanation of what type of information will be collected
 - c. A photocopy of official photo identification of the primary contact will also be taken
 - d. Additional permits must be acquired for any data being collected for reasons other than what is indicated on the original permit.
5. **Data Collection Guidelines**
 - a. All participants of the data collection must carry a copy of the permit on their person and be able to present the permit if requested. Copies of permit can be acquired from the Student Centers Administration Offices.
 - b. Collection of information may not prevent or interrupt the core use of space being requested nor present a safety hazard to others.

The procedures above apply only to services managed by Student Centers at George Mason University in accordance to university policies <http://universitypolicy.gmu.edu/>.

Any modifications or alterations to these procedures will be posted at <http://studentcenters.gmu.edu>.

Please direct all questions or concerns about these advertising procedures to Ryan-Allen McKinney, Associate Director of Student Centers Services and Employee Development at sceners@gmu.edu or call 703-993-2921.