Student Centers Advertising Procedures

A. Banner Reservation Procedures

1. Who May Reserve Banners?
   a. All Mason Departments and Registered 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. To coordinate banners to be posted on the Johnson Center Plazas, contact Facilities Management Customer Service at 703.993.2525.
   h. To coordinate decorating the George Mason Statue please fill out the form on the University Life website (ulife.gmu.edu) or contact University Life Central at 703.993.2884

3. Banner Terms and Conditions
   a. Mason departments and Registered Student Organizations should complete the Banner Request Form found at http://studentcenters.gmu.edu at least 5 business days before the desired reservation date. Availability of space is not guaranteed. Reservations are based on availability of unreserved space.
   b. Pole 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, shown in Table A.3.c.

<table>
<thead>
<tr>
<th>Locations</th>
<th>Orientation</th>
<th>Dimensions</th>
<th>Additional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson Center Pole Banners</td>
<td>Vertical</td>
<td>Must be 30&quot; wide by 60&quot; tall</td>
<td>2.5 inch open seam on top and bottom or Grommets on all 4 corners</td>
</tr>
<tr>
<td>Johnson Center Rail Banners</td>
<td>Horizontal</td>
<td>Max:8'-15' wide by 3'-3.5' tall</td>
<td>Grommets at top every 2' apart</td>
</tr>
<tr>
<td>SUB 1 Exterior, SUB 1 Interior, and Hub Interior Rails</td>
<td>Horizontal</td>
<td>Max:5.5'-8' wide by 3'-3.5' tall</td>
<td>Grommets at top every 2' apart</td>
</tr>
<tr>
<td>Hub Front Façade &amp; Southside Rails</td>
<td>Horizontal</td>
<td>Max:8'-12' wide by 3'-3.5' tall</td>
<td>Grommets at top every 2' apart</td>
</tr>
</tbody>
</table>

d. The name of the sponsoring organization or department must appear on the banner.
e. All reserved banner spaces must be used to promote one or more of the following: school spirit, campus-wide events, academics, or campus services. 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. Organizations may reserve a banner for up to 28 days 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 the banner after being notified that it is ready by Student Centers staff. Banners not picked up after the semester will...
**Student Centers Advertising Procedures**

be discarded. Student Centers is not held responsible for damages, lost or stolen banners while posted.

**B. Kiosk and Tabling Reservations Procedures**

1. **Who Can Reserve Kiosks and Tables?**
   a. All Mason Departments and Registered 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. Reservations must be made at least **two business days** in advance.

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 Student Organizations and Departments**
   a. The privilege to reserve Student Centers Kiosk and Tabling areas is offered to all Registered Student Organizations or Mason Departments for **up to 60 hours per semester**.

4. **Cancellation Policies for Mason Organizations and Departments**
   a. **Less than 48 hours prior to reservation**: Total reservation hours will be counted towards semester allotment
   b. **No Shows**: Multiple no shows in a semester will lead to a loss of kiosk and tabling privileges for the current or following semester.

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 a syllabus for the class so the legitimacy of the proposed work may be verified.

6. **Kiosk Privileges for External Organizations**
   a. The fee per hour includes one table or kiosk for up to 8 hours of use in a single day and wireless access (if requested).
   b. An organization or vendor may reserve up to 8 kiosks or tables on the same day using the designated hourly rate per kiosk.
   c. It is the responsibility of the vendor or organization to coordinate parking arrangements for any vehicles with Parking Services.
   d. Vendors are responsible for coordinating unloading and loading of their supplies.
   e. Student Centers is not able to assist any vendors or organizations with resolving any tickets and fines incurred from parking on campus.

7. **External Organizations Kiosk Rates per Hour (as of July 1, 2018)**
   a. **For-Profit entities**
      i. Will be charged a rate of $30 per hour
      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 $15 per hour
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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. Documentation must provide proof of raising funds for another entity.

c. SWaM Vendors (Small, Women-owned, and Minority-owned) Vendors
   i. Will be charged a rate of $15 per
   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. Mason Affiliates
   i. Will be charged a rate of $15 per hour
   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.

8. Payment Methods
   i. Payment can be made by cash, credit card (Visa or MasterCard ONLY), or check and must be made by the time of the reservation. Failure to pay prior to the start of the reservation will result in the release of reservation without notice.

9. Cancellation Policies for External Organization
   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, loss of booking privileges may occur.

10. 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 two chairs.
    c. A representative of the scheduled organization must be present at all times.
    d. Products and services may not conflict or compete 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 food and/or drinks may be sold or distributed at kiosks and tables. No home baked goods.
    f. If you are selling individual serving sizes of commercially produced or store bought food, you MUST have a sign at your kiosk stating “This food is not provided by a George Mason University approved caterer. Consume at your own risk.” Those who do not have the appropriate signage posted will not be allowed to sell or distribute individual serving sizes.
    g. Beverages provided in bulk serving containers are allowed if they are procured from Sodexo or an approved caterer.
    h. External organizations, student groups and Mason departments may giveaway free of charge food at a kiosk by following the University potluck policy and provide visible signage that states “This food is not provided by a George Mason University approved caterer. Consume at your own risk.”
    i. If a donation or any exchange of funds occur, only commercially produced pre-packaged or individually wrapped single serving size food or drinks may be sold or distributed at kiosks and tables.
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j. Only Approved Caterers are allowed to give away food at a kiosk with NO signage as long as the business is giving away the food, not another individual or non-approved catering provider.

k. One item, such as a stand-up banner, is allowed on one side of the kiosk, but not both. The item must fit within a 3’ by 3’ square area. Under no circumstance can an item block the means of egress.

l. Nothing can be posted on walls or columns.

m. No extra tables or objects may be set up next to or moved by the kiosk.

n. 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.

o. Sound may be played through an electronic device (cell phone, computer, etc.) but not played through any type of amplified device (speakers). Student Centers staff has the right to tell you to turn the sound down or off completely if deemed to be disruptive. (See Policy 1128 for more information.)

p. Due to fire regulations, **helium balloons are prohibited in the Johnson Center**.

11. **Additional Terms and Conditions for External 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. 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 at the Student Centers Office (JC324) with a designated removal date.

   b. Student Centers must collect a copy of each flyer posted. Flyers can be up to 11X17 inches in size.

   c. Flyers must include the full name and contact information (e.g. phone number or email) 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.

   d. Products and services may not conflict or compete with the University’s exclusive contracts which include:

      1. Barnes and Noble
      2. Sodexo Food Services
      3. Coke Vending Company
      4. Creda Vending Company
      5. Apple Federal Credit Union

   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.
Student Centers Advertising Procedures

- Fundraiser flyers must include information about the recipient of the funds.
- If the flyer is in a foreign language, an English translation is required.
- There should be no more than 2 flyers per posting location promoting school spirit campus-wide events, academics, or campus services.
- Flyers covering previously posted flyers will be relocated.

3. **Staked Posters/Flyer Guidelines**
   - 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.

4. **Locations and Amounts**
   - Each Mason Department and Registered Student Organization can have up to 18 flyers approved.
   - Individuals and Non-Mason Organizations can have up to 12 flyers approved.
   - These flyers can be posted in the following locations in the following amounts:

<table>
<thead>
<tr>
<th>Facility</th>
<th>Location</th>
<th>Mason Department/Registered Student Organizations</th>
<th>Individuals and Non-Mason Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson Center</td>
<td>Walls directly facing each elevator on the first, second, and third floors.</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>SUB 1</td>
<td>Posting strips in the stairwells</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>The Hub</td>
<td>Bulletin Boards between the 1st and 2nd floors</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Southside</td>
<td>Bulletin Board in the foyer (near stairs)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>18</strong></td>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>

5. **Removal Process**
   - Flyers with specific event dates can be posted up to the event start date. These flyers will be removed by Student Centers staff after the specific stamped event date has passed.
   - Flyers promoting products, services, or ongoing activities will be stamped with a removal date of 2 weeks.
   - Flyers with no stamp from Student Centers will be removed immediately.
   - Flyers which go over the amount mentioned in Table C.3.c. will be removed.
   - Those who post in prohibited areas such as entry door windows, painted wall, stair rails, or floors, may lose posting privileges for the current or future semesters. 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?**
   - All Mason Departments and Registered Student Organizations may reserve easels at the Johnson Center, SUB I, or The Hub.

2. **Locations**

<table>
<thead>
<tr>
<th>Table D.2.a – Student Centers Easel Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facility</td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>
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| Johnson Center | A | NW Atrium (Apple FCU) |
| Johnson Center | B | NE Atrium (Panera) |
| Johnson Center | C | West (Center for the Arts) |
| Johnson Center | D | East (David King Hall) |
| Johnson Center | E | Atrium Stairs (to ground floor) |
| Johnson Center | F | Ground Floor (by stairs) |
| Student Union 1 | G | Column 2nd Floor (Patriot Lounge) |
| Student Union 1 | H | Ground Floor (wall near Chick-Fil-A) |
| The Hub | I | 2nd Floor Hallway (next to stairs and vending machines) |
| The Hub | J | 3rd Floor Lobby (near stairs) |

3. **Easel Privileges for Mason Organizations and Departments**
   a. All Registered Student Organizations or Mason Departments may reserve up to three easel locations for no more than 14 consecutive days at a time.
   b. Longer periods for posting must be approved by the Director of Student Centers or his/her designee.
   c. Easels outside of these 10 locations must be booked for a fee through Event Services on the Student Centers website.

4. **No Show Policies for Mason Organizations and Departments**
   a. 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 request on 25live at least 3 business days before the desired reservation date. 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. Products and services may not conflict or compete with the University’s exclusive contracts which include:
      1. Barnes and Noble
      2. Sodexo Food Services
      3. Coke Vending Company
      4. Creda Vending Company
      5. Apple Federal Credit Union
   e. Content on easels cannot include alcohol prices, promotion of drinking, pornography, or potential dangers. 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. Only blue painters tape or dry erase markers may be used. Not complying with these guidelines may result in a fine.
   f. Contents of easel must be removed by the organization within two hours after the reservation end time or contents will be discarded.

E. **Leafleting and Data Collecting Procedures**

1. **What is Leafleting?**
   a. Leafleting is defined as handing out of materials to a passerby without use of tables or props.

2. **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.

3. **Who can Leaflet or Data Collect?**
   a. Mason organizations, individual faculty, staff, students, companies, recruiters, community organizations and all other individuals are permitted to leaflet.

4. **Locations**
Student Centers Advertising Procedures

a. Leafleting and data collection are only permitted in outdoor public 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. **Leafleting and Data Collecting are 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).

5. **Leafleting Guidelines**
   a. Distributed materials should include the full name and contact information (e.g. phone number or email) 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 leafleting areas. Failure to do so may preclude responsible individuals and/or sponsoring organizations from future leafleting activities and charges for cleaning up leaflets may be assessed to Organizations and Users.
   d. Products and services may not conflict or compete with the University’s exclusive contracts which include:
      1. Barnes and Noble
      2. Sodexo Food Services
      3. Coke Vending Company
      4. Creda Vending Company
      5. Apple Federal Credit Union

6. **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
      6. A copy to keep on file of materials being used in leafletting or data collection

F. **Space Allocation Request**

1. **Space Allocation Guidelines**
   a. You may request space allocations using the Space Allocation Form. Please see Table H.1.a for locations.
   b. Student Centers staff reserves the right to remove temporarily or terminate the allocation of any space in the Johnson Center, SUB1, or the Hub.
   c. Reasons for removal can include but are not limited to: damage, misuse, and/or not using the space allocated.
   d. Student Centers reserves the right to remove any display or publication that is found to be in conflict with the mission of the University.
   e. Space allocations that are not vacated within one day of the “end date” indicated on the Space Allocation Form may be discarded.
   f. Space Allocation Forms must be brought to the Student Centers office (Johnson Center, 324) to be approved at least 3 business days before the start date.
   g. A copy of each approved form must be posted on each locations box.
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<table>
<thead>
<tr>
<th>Building</th>
<th>Space Type</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Johnson Center</td>
<td>Newspaper Bin</td>
<td>JC Atrium East Side</td>
</tr>
<tr>
<td>Southside</td>
<td>Newspaper Bin</td>
<td>Southside</td>
</tr>
<tr>
<td>HUB</td>
<td>Newspaper Bin</td>
<td>Mid-Level Entrance</td>
</tr>
<tr>
<td>HUB</td>
<td>Newspaper Bin</td>
<td>Mid-Level Patio</td>
</tr>
<tr>
<td>SUB 1</td>
<td>Newspaper Bin</td>
<td>Patriot Lounge</td>
</tr>
<tr>
<td>SUB 1</td>
<td>Newspaper Bin</td>
<td>Patio</td>
</tr>
<tr>
<td>SUB 1</td>
<td>Newspaper Bin</td>
<td>Aquia Creek Lane</td>
</tr>
<tr>
<td>Johnson Center</td>
<td>Donation Box</td>
<td>Atrium Wall West Side</td>
</tr>
<tr>
<td>Johnson Center</td>
<td>Donation Box</td>
<td>Atrium Wall East Side</td>
</tr>
<tr>
<td>Johnson Center</td>
<td>Donation Box</td>
<td>2nd Floor Northeast Lounge</td>
</tr>
<tr>
<td>Johnson Center</td>
<td>Donation Box</td>
<td>3rd Floor Northeast Lounge</td>
</tr>
<tr>
<td>SUB 1</td>
<td>Donation Box</td>
<td>Patriots Lounge</td>
</tr>
<tr>
<td>SUB 1</td>
<td>Donation Box</td>
<td>Food Court</td>
</tr>
<tr>
<td>Southside</td>
<td>Donation Box</td>
<td>Lobby</td>
</tr>
<tr>
<td>HUB</td>
<td>Donation Box</td>
<td>Mid-Level</td>
</tr>
</tbody>
</table>

G. Student Centers Display Window Procedures

1. Who May Reserve the Display Windows in Student Centers Buildings?
   
a. All Mason Departments and Registered Student Organizations may reserve the JC Atrium Display Windows (interior) located in the JC Atrium side seating rooms – JC 118, 119, 120, and 121. Due to the extremely limited number of spaces, External Organizations and individuals are not able to reserve JC Atrium Display Window spaces. A reservation for this location includes all windows in the selected room(s) for a given period of time – the space cannot be split between separate groups during the same time period.

b. Locations of Display Windows in Student Centers: Windows in Johnson Center 1st Floor Atrium side seating rooms 118, 119, 120, and 12. There are no reservable locations in SUB 1 or the HUB.

d. No other windows can be used for display in the Student Centers buildings (unless approved by the Director of Student Centers or his/her designee)

2. Display Window Terms and Conditions
   
a. All Mason Departments or Registered Student Organizations may reserve and receive approval for displays in the Student Center building windows in the Student Centers Office (JC 324).

b. Reservation of the Display Windows cannot exceed one week – requests for this display location that exceed one week will be denied.

c. Reservation of the Display Windows will only be granted to a single RSO or Mason Department for a maximum of one week per semester unless pre-approved by the Director of Student Centers or his/her designee)

d. Display materials for this location must be authorized by the Director of Student Centers or his/her designated representative – once confirmation of the reservation is received on 25Live, client must bring a copy of the space confirmation and a sample of the display materials to JC 324 for approval at least two business days in advance of the reservation.

e. The name of the sponsoring organization or department must appear somewhere in the window display.

f. The display windows may only be used for materials that promote school spirit or campus-wide events. Consideration for approval will be given by the Director of Student Centers or his/her designated representative and may require additional time.
The procedures above apply only to services managed by Student Centers at George Mason University in accordance to university policies [http://universitypolicy.gmu.edu/](http://universitypolicy.gmu.edu/).

Any modifications or alterations to these procedures will be posted at [http://studentcenters.gmu.edu](http://studentcenters.gmu.edu).

Please direct all questions or concerns about these advertising procedures to the Student Centers office, at sccenters@gmu.edu or call 703.993.2921.