

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 Building I (SUB 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. SUB I interior and exterior rail banners.
 - c. The Hub interior and exterior banners.
 - d. Southside interior and exterior banners.
 - e. Johnson Center interior rail banner
3. Additional Campus Display Locations
 - a. To coordinate banners to be posted on the Johnson Center Plazas, contact Facilities Management Customer Service at 703.993.2525.
 - b. 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
4. Banner Terms and Conditions
 - a. Mason Departments and Registered Student Organizations should submit a request in 25live 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 their designated representative.
 - c. Approved banners dimensions vary depending upon location, shown in Table A.4.c.

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

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- 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 their 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 their 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 by the end of the semester will be discarded.
- j. Student Centers is not held responsible for damaged, lost, or stolen banners while posted.

B. Kiosk 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 space free of charge.
 - b. External Organizations may reserve a kiosk or table for a fee which is outlined below.
 - 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 advanced.
2. Kiosk and Table Locations
 - a. JC Kiosks – Indoor, A-H
 - b. JC Kiosk - Outdoor, East Plaza
 - c. JC Kiosk - Outdoor, Wilkins Plaza
 - d. SUB I Kiosk - Indoor, Patriots Lounge
 - e. SUB I Kiosk - Outdoor, Quad
 - f. Hub Kiosk – Indoor
 - g. Hub Kiosk - Outdoor
 - h. Southside Kiosk - Indoor
 - i. Southside Kiosk - Outdoor
3. Kiosk and Table Privileges for Registered Student Organizations and Mason Departments

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- a. The privilege to reserve Student Centers Kiosk areas is offered to all Registered Student Organizations or Mason Departments for up to 60 peak hours and an unlimited amount of non-peak hours per semester.
 - b. Peak hours are Monday through Friday 10:00am to 4:00pm.
 - c. Kiosks may only be reserved for a maximum of four hours per day.
 - d. Registered Student Organizations and Mason Departments must submit their kiosk request through 25live.
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 privileges for the current or following semester.
5. Kiosk Privileges for Academic Project Work
- a. Individual George Mason University students may reserve Student Centers Kiosks for academic project work.
 - b. Reservations must be submitted through the Kiosk Rental Form (<https://studentcenters.gmu.edu/all-advertising/kiosks/kiosk-rental-form/>)
 - c. Kiosks may only be reserved for a maximum of four hours per day.
 - d. The academic project work must be for a class the requestor is enrolled in during the current semester.
 - e. Students will need to provide as documentation, a syllabus which features a project description or other documentation such as a set of instructions for the project or an email from their professor explaining the project.
6. Kiosk Privileges for External Organizations
- a. The fee per hour includes a Student Centers provided 3’x6’ table or kiosk.
 - b. Vendors are able to reserve multiple kiosks at which the hourly rate will be charged per location.
 - 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 which follow campus vehicle regulations.
 - 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
- a. For-Profit entities
 - i. Will be charged a rate of \$30 per hour
 - ii. A copy of the organization’s Vending License, Business License, or Tax ID Certificate will need to be submitted to the Student Centers Administrative Office.
 - b. Non-Profit entities
 - i. Will be charged a rate of \$15 per hour
 - ii. 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 fundraising activity will need to be submitted to the Student Centers Administrative

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Office. Documentation must provide proof of raising funds if they are 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. A copy of the organization's Vending License, Business License, or Tax ID Certificate will need to be submitted to the Student Centers Administrative Office.
8. Payment Methods
- a. Payments may be made by credit card (Visa or MasterCard) or check ONLY.
 - b. Credit card payments must be received one full business day prior to the start of the reservation time. Failure to pay within the above timeline will result in the release of the reservation without notice.
 - c. Check payments may be made on the reservation day, with prior approval from the Director of Student Centers or their designated representative. Payment must be received prior to reservation start time.
9. Cancellation Policies for External Organization
- a. NO REFUNDS will be provided for cancelled reservations.
 - b. Vendors may request to cancel a reservation no later than TWO BUSINESS DAYS before your reservation date unless otherwise authorized by the Director of Student Centers or their designated representative. 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.
 - d. No shows will result in a loss of reservation payment with no opportunities to reschedule. Multiple no shows could result in the loss of kiosk privileges all together.
10. Kiosk Terms and Conditions for All Users
- a. A representative of the scheduled organization must be present at all times.
 - b. The kiosk is in a public space. As a member of the Mason Community, any representatives at the kiosk will treat fellow students, staff, faculty and visitors with respect.
 - c. All activity must be conducted behind the kiosk with a maximum of two chairs.
 - d. One item, such as a stand-up banner, is allowed adjacent to one side of the kiosk, but not both. The item must fit within a 3"x 3' square area. Under no circumstance can any item block the means of egress.
 - e. Tents are not allowed at any kiosk location.
 - f. Nothing can be posted on walls or columns.

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- g. No extra tables or objects may be set up next to or moved by the kiosk.
 - h. 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.
 - i. 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 the organization representative to turn the sound down or off completely if deemed to be disruptive. (See Policy 1128 for more information.)
 - j. Products and services may not conflict or compete with the University's exclusive contracts which include but not limited to:
 - i. Barnes and Noble
 - ii. Sodexo Food Services
 - iii. Coke Vending Company
 - iv. Creda Vending Company
 - v. Wells Fargo
 - k. Only pre-packaged commercially produced food and/or drinks may be sold or distributed at kiosks and tables. No self-made food or drinks are allowed.
 - l. Beverages provided in bulk serving containers are allowed if they are procured from Sodexo or another approved caterer.
 - m. 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.
 - n. Any distribution of food and/or drink not by an approved caterer described in sections k and l above 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 food and/or drinks.
 - o. Due to fire regulations, helium balloons are prohibited in the Johnson Center.
11. Additional Terms and Conditions for External Organizations
- a. The external organization must 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.

C. Flyer Reservations Procedures

- 1. Who Can Hang Flyers?
 - a. Mason Departments, Registered Student Organizations, individual faculty, staff and students, companies, recruiters, community organizations and all

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other individuals may post flyers in the Johnson Center, Southside, Student Union Building I (SUB I), and The Hub.

2. Flyer Guidelines
 - a. Every flyer posted within the Student Centers must be stamped either in-person (JC 324) or virtually by emailing a pdf copy of the flyer to sceners@gmu.edu
 - b. Each flyer must have a designated removal date which will follow the guidelines outline under the Removal Process heading below.
 - c. Student Centers will maintain a digital record of each flyer posted. Flyers cannot exceed 11x17 inches in size.
 - d. For individuals and non-Mason organizations, flyers must include two of the following types of contact information: phone number, email, or website link (QR code or address) that provides a person’s name and information of the sponsoring organization or individual. For Mason Departments and Registered Student Organizations, flyers must include one of the types of contacts listed above. This provides direct contact information to the sponsor of the flyer in the event that a patron would like further information or dialogue with the sponsor.
 - e. Products and services may not conflict or compete with the University’s exclusive contracts which include but not limited to:
 1. Barnes and Noble
 2. Sodexo Food Services
 3. Coke Vending Company
 4. Creda Vending Company
 5. Wells Fargo
 - f. Content of flyer must comply with all George Mason University, Virginia and local laws and policies.
 - g. Flyers cannot include alcohol prices, promotion of drinking, pornography, or potential dangers.
 - h. Fundraiser flyers must include information about the recipient of the funds.
 - i. If the flyer is in a foreign language, an English translation is required.
 - j. There should be no more than 2 flyers per posting location.
 - k. Flyers covering previously posted flyers will be relocated or removed.
3. Locations and Amounts
 - a. Each Mason Department and Registered Student Organization can have up to 20 flyers approved.
 - b. Individuals and Non-Mason Organizations can have up to 14 flyers approved.
 - c. Flyers can be posted in the following locations in the following amounts:

Table C.4.c. – Student Center Flyer Locations and Amounts			
Facility	Location	Mason Department/Registered Student Organizations	Individuals and Non-Mason Organizations

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Johnson Center	Walls directly facing each elevator on the first, second, and third floors.	12	6
SUB 1	Posting strips in the stairwells	4	4
The Hub	Bulletin Boards between the 1 st and 2 nd floors	3	3
Southside	Bulletin Board in the foyer (near stairs)	1	1
TOTAL		20	14

4. Removal Process

- a. Flyers with specific event dates can be posted up to and including the event start date. These flyers will be removed by Student Centers staff after the specific stamped event date has passed.
- b. Flyers promoting products, services, or ongoing activities will be stamped with a removal date of 14 business days.
- c. Flyers with no stamp from Student Centers will be removed immediately.
- d. Flyers which exceed the allotted number as mentioned in Table C.4.c. will be removed.
- e. 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 their designee.
- f. All flyer boards will be fully cleared at the end of every semester.

D. Indoor Easel Reservation Procedures

1. Who may use Easels?
 - a. All Mason Departments and Registered Student Organizations may reserve easels at the Johnson Center, Student Union Building I, or The Hub.
2. Locations

Facility	Easel	Location
Johnson Center	A	NW Atrium (ATM)
Johnson Center	B	NE Atrium (Panera)
Johnson Center	C	West (Chipotle)
Johnson Center	D	East (Patriot Tech)
Johnson Center	E	Atrium Stairs (to ground floor)

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Johnson Center	F	Ground Floor (by stairs)
Student Union 1	G	Column 2 nd Floor (Patriot Lounge)
Student Union 1	H	Ground Floor (wall near Chick-Fil-A)
The Hub	I	2 nd Floor Hallway (next to stairs and vending machines)
The Hub	J	3 rd Floor Lobby (near stairs)

3. Easel Privileges for Mason Organizations and Departments
 - a. All Registered Student Organizations or Mason Departments may reserve up to six 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 their designee.
 - c. Easels outside of these 10 locations must be booked for a fee through Event Services on the Student Centers website (<https://studentcenters.gmu.edu/events/request-form/>).
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 the 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. Easels or freestanding advertisements should not exceed 3 square feet.
 - d. Content on easel must comply with all George Mason University, Virginia, and local laws and policies.
 - e. Products and services may not conflict or compete with the University's exclusive contracts which include but not limited to:
 1. Barnes and Noble
 2. Sodexo Food Services
 3. Coke Vending Company
 4. Creda Vending Company
 5. Wells Fargo
 - f. Content on easels cannot include alcohol prices, promotion of drinking, pornography, or potential dangers.
 - g. 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.
 - h. Only blue painters tape or dry erase markers may be used. Not complying with these guidelines may result in a fine.
 - i. Easel content must be removed by the organization within two hours after the reservation end time or contents will be discarded.
 - j. Easel requests guarantee use of one white board easel per location. Organizations may provide their own freestanding advertisement (pull-up banner, sandwich board, or tripod) however, they must designate that they will be use such item in their 25live reservation and follow all of the stated indoor easel procedures and

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guidelines. All organization provided freestanding advertisement must fit within a 3'x3' square.

E. Outdoor Freestanding Advertisements Procedures

1. What are Outdoor Freestanding Advertisements?
 - a. Any displays including outdoor poster stands, sandwich boards, easels, staked advertising flags and signs.
2. Who may use Outdoor Free Standing Advertising Space?
 - a. All Mason Departments and Registered Student Organizations may reserve outdoor advertising space at the Johnson Center, Student Union Building I (SUB I), or The Hub.
3. Outdoor Freestanding Advertisement 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. Each organization is limited to one spot per location.
 - c. Displays MUST remain in the assigned area and may not be moved.
 - d. All displays must fit within a 3x3 foot square.
 - e. All Registered Student Organizations or Mason Departments may reserve outdoor freestanding advertising space locations for no more than 14 consecutive days at a time.
 - f. Longer periods for posting must be approved by the Director of Student Centers or their designee.
 - g. Content on displays must comply with all George Mason University, Virginia and local laws and policies.
 - h. Products and services may not conflict or compete with the University's exclusive contracts which include but not limited to:
 1. Barnes and Noble
 2. Sodexo Food Services
 3. Coke Vending Company
 4. Creda Vending Company
 5. Wells Fargo
 - i. Content on displays cannot include alcohol prices, promotion of drinking, pornography, or potential dangers.
 - j. Student Centers is not held responsible for damages, lost, or stolen materials while posted on reserved displays or for materials not retrieved by organizations at their reservation end date/time.

Note: Yard Signs cannot be placed in outdoor reservable areas including event spaces, advertising space, and kiosk locations without a proper reservation in the university centralized scheduling system (25live). Should a sign be placed in one of these reservable locations, it will be removed. The above spaces are defined by Policy 1103: Space

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Utilization and Scheduling, Policy 1109: Poster Posting, or 1110: Vending Sales and Solicitations.

4. Locations

Table E.4.a – Student Centers Outdoor Advertising Space Locations		
Facility	Zone	Location
Johnson Center	NW 1, 2, 3	NW Entrance (Statue)
Johnson Center	NE 1, 2, 3	NE Entrance (Panera)
Johnosn Center	W1, 2, 3	West Entrance (Chipotle)
Johnson Center	E1, 2, 3	East Entrance (Patriot Tech)
Johnson Center	S 1, 2, 3	South Entrance (Starbucks)
Student Union 1	Quad 1, 2, 3	Second Floor Quad Entrance (Patriots Lounge)
Student Union 1	Gr 1, 2, 3	Ground Floor Entrance (Chick-Fil-A)
The Hub	Mid 1, 2, 3	Mid Level (Corner Pocket Patio)
The Hub	Up 1, 2, 3	Upper Level (ATM)

F. 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 (Solicitation)?
 - 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 or data collect.
4. Locations
 - 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 Reservation Procedures) nor within reserved outdoor spaces without prior approval of the activity organizer.

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- b. Organizations and users who are found to be leafletting or data collecting in a prohibited area or indoors, will be asked to vacate the building or area.
- 5. Leafletting 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 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.
 - d. Products and services may not conflict or compete with the University's exclusive contracts which include but not limited to:
 - 1. Barnes and Noble
 - 2. Sodexo Food Services
 - 3. Coke Vending Company
 - 4. Creda Vending Company
 - 5. Wells Fargo

G. Donation Box Procedures

- 1. Who can reserve Donation Box Space Allocations?
 - a. All Mason Departments and Registered Student Organizations may reserve donation box space allocations for the Johnson Center, Student Union Building I, or The Hub.
 - b. Donation Box Space Allocation Guidelines
 - c. You may request a donation box space allocations using the Donation Box Form which can be found on the Student Centers website. (<https://studentcenters.gmu.edu/all-advertising/donation-box/>) Please see Table G.2. for locations.
 - d. Donation box space allocations can be used for a maximum of 14 days.
 - e. Student Centers staff reserves the right to remove temporarily or terminate the allocation of any space in the Johnson Center, Student Union Building I, or The Hub.
 - f. Reasons for removal can include but are not limited to damage, misuse, improper size and/or improper placement of the donation box.
 - g. Student Centers reserves the right to remove any display or publication that is found to be in conflict with the mission of the University.
 - h. Donation box space allocations that are not vacated within one day of the "end date" indicated on the Space Allocation Form may be discarded.
 - i. A copy of each approved form must be posted on each locations box.

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- j. Donation Boxes must fit within a 2'x2' square.

Building	Space Type	Location
Johnson Center	Donation Box	First Floor- Under west side flyer boards
Johnson Center	Donation Box	First Floor- Under east side flyer boards
SUB 1	Donation Box	Patriots Lounge- Under the staircase
SUB 1	Donation Box	Food Court- Across from Chick Fil A
Southside	Donation Box	First Floor- Next to the elevators
HUB	Donation Box	Mid-Level- Next to the stairs on the entrance side