



University Student Commons & Activities

**Event Services
Guidelines & Procedures**

(Revised 2009)

Division of Student Affairs and Enrollment Services

University Student Commons & Activities Mission Statement

The facilities, services, and programs of the University Student Commons and Activities department are designed and implemented to bring together all members of the Virginia Commonwealth University community—students, faculty, staff, alumni, and guests—thereby contributing to intellectual, emotional, and social growth through informal interaction.

A diverse offering of educational, social, cultural, and recreational programs represents an invitation to make use of personal time as an integral part of the college experience. Students develop and refine citizenship, leadership, management, and interpersonal skills through participation in programs, events, and organizations with administrative and advising support from staff.

Students also learn life-long work skills while working as partners with staff to deliver high-quality customer service in the cost-effective operation of facilities and services. The University Student Commons, Larrick Student Center and Hunton Student Center provide gathering places for the University community and services needed in daily life. The facilities and programs also serve as a gateway to the University for the community beyond the campus boundaries.

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I. GUIDELINES & PROCEDURES FOR FACILITIES AND SERVICES

University Student Commons & Activities (USC&A) has been funded by student fees and is designed to support the programs, events, meetings and conferences of the students, faculty, staff, alumni and guests of Virginia Commonwealth University. Student organizations receive priority in the reservation process since the USC&A facilities are designed primarily to support student activities.

The following policies, procedures and guidelines will govern events and programs executed in the University Student Commons, Hunton Student Center and the J.L. Larrick Student Center and all other facilities or spaces operated and/or managed by USC&A.

Failure to follow these or any other published policies, procedures, or guidelines for the use of USC&A managed spaces may result in cancellation of reservations, denial of reservation privileges, and/or other University sanctions as approved by appropriate University authorities. A Glossary of Terms is provided at the end of this document.

A. General Guidelines

1. Any use of USC&A operated or managed facilities for the purpose of a meeting, event, program or similar activity requires a confirmed reservation and must follow the general policies, procedures and guidelines outlined in this and other USC&A and University documents available on the USC&A website.
2. In general, reservation requests will only be accepted from Registered Student Organizations, University departments, and Non-University affiliate groups sponsored by a university department or registered student organization. Organizations or individuals which are not sponsored by a registered student organization or University department are only permitted to reserve space through VCU Conference Services and are subject to specific limitations.
3. Permission to reserve space in USC&A facilities will be granted only to those registered student organizations that have at least one (1) member who has completed the Reservations Training. Reservation Training expires after one year or upon the notification of significant changes to USC&A Reservation Guidelines and Procedures. Training is web-based. Access to the Virtual EMS system will be granted once training has been successfully completed. While training for University department faculty and staff is not required, it is *strongly* encouraged.
4. Registered student organizations receive first priority in advanced space scheduling and use of major function spaces. Registered student organizations are not required to pay rental fees for use of rooms or equipment unless they are charging admission fees.
5. University departments receive second priority in advanced space scheduling and use of major function spaces. University departments are not required to pay rental fees for use of rooms or equipment unless they are charging admission fees.
6. Non-University affiliate groups receive the lowest priority for reservations. All usage by non-university affiliated groups is subject to rental and other fees. Non-University affiliate groups must be invited to campus and sponsored by a registered student organization or University department. The sponsoring student organization or department must be integrally involved in the planning and execution of any event. The sponsoring student organization or department must also provide the ECS office with their budget code to guarantee payment by the non-University affiliate. The student organization or department will be held ultimately responsible for any

violations of policies, procedures or guidelines committed by the Non-university affiliated group. Non-university affiliated groups are required to pay a non-refundable deposit equal to one quarter of the anticipated charges.

7. Individuals are not permitted to reserve USC&A managed facilities with the exception of dues paying members of VCU's alumni associations and full-time VCU employees only (including VCU Health Systems). Special restrictions apply to these events and USC&A reserves the right to deny personal use of University facilities at any time.

B. Reservation Request/Confirmation Procedures

1. A completed Reservation Request, submitted via the Virtual Event Management System (EMS), is required to start the reservation process. The Event & Conference Services (ECS) office will electronically process the reservation request and provide the sponsor with an electronic Event Contract. This contract serves as the primary agreement for any and all facilities, equipment, and labor required for the event.
2. A reservation request must be made during the appropriate Reservation Period (see Reservation Timetable). If reservation requests are submitted before the appropriate period, ECS will deny the request and ask the sponsor to re-submit the request on the appropriate date. Reservations for standard meetings and events must be made at least 14 days prior to the requested event.
3. All reservation requests will be considered tentative (which will include the EMS statuses of "on hold," "pending" and "tentative" until receipt of signed event contract or e-mail from sponsor and final details (including all labor, security, payment, etc requirements) of the event are submitted to the ECS Office.
4. Sponsors are required to read the event contract carefully to ensure that all services needed are listed on the confirmation. All costs on the event contract are estimates. If an event requires changes to rooms, equipment or labor, the final charges will be adjusted accordingly.
5. Sponsor must indicate that they accept and agreed to the terms of the event contract by either 1) sending a return e-mail stating acceptance or 2) printing out the event contract, signing it and return it to the Event & Conference Services office. This will serve as the confirmation of the reservation. Until reservation has been confirmed by the sponsor, ECS will not complete any further action on the reservation.
6. The ECS office requires a three (3) days to process a standard reservation. If all necessary areas of the reservation are complete, reservation should be confirmed or denied within this time period.
7. The ECS staff reserves the right to deny a reservation request if ECS determines that USC&A cannot programmatically or operationally accommodate the event or if the group or event is in conflict with University policies or regulations.
8. The ECS staff will assign each reservation to the most appropriate space(s) available. Requests for specific rooms or space will be honored when possible. The staff reserves the right to re-assign space when necessary and to identify suitable alternative space for the original reservation. ECS will make every effort to notify sponsors of changes in advance of the actual event.
9. Complex events require special reservation periods and meetings with ECS planners.
 - a. Complex events for student organizations must be reserved no less than 60 calendar days in advance. A meeting with the Complex Advising Team to

review planning and arrangements [See Section II, B] is required. Event reservations will not be confirmed until program plans have been reviewed and all necessary arrangements completed.

- b. For University departments and non-University events a reservation must be submitted no less than 30 calendar days in advance. . ECS staff will meet with sponsors well in advance of event to discuss necessary planning. Event reservations will not be confirmed until program plans have been reviewed and all necessary arrangements completed.

C. Penalties, Exceptions and Appeals

1. Fronting is the practice of having a legitimately recognized sponsor reserve facilities or services so that another group may gain access to University facilities or services. Fronting in any form is prohibited. Sponsors who are found in violation of this guideline will lose reservation privileges and may be subject to other charges under the University Rules and Procedures.
2. The sponsoring student organization or department will be held ultimately responsible for any violations of policies, procedures or guidelines committed by a Non-University Affiliated group they have sponsored. Sponsors who are found in violation of this guideline will lose reservation privileges and may be subject to other charges, penalties and fines under the University Rules and Procedures.
3. The Student Activities Advisory Committee (SAAC) is responsible for reviewing all guidelines, procedures and rental fees for USC&A managed facilities. Increases for inflationary or cost-of-living adjustments will be recommended as needed by the Director for review by SAAC and approved by the University.
4. Requests for exceptions to these procedures should be forwarded to the Director, University Student Commons & Activities. The Director may act on the exception or forward it to SAAC for review and recommendation. All actions of SAAC are advisory to the Director and the Division of Student Affairs & Enrollment Services.

D. Special Procedures for Summer Events

1. Reservations by registered student organizations and University departments for all events occurring during the summer sessions will be accepted up to one year in advance unless otherwise negotiated in a special long term contract. (NOTE: Summer hours of operation are limited. Before submitting requests for summer events, contact the ECS office for hours.)
2. Reservations by non-University affiliated groups or authorized alumni and employees for all events occurring during the summer sessions may be accepted up to three (3) years in advance and must follow Special Procedures for VCU Conference Services.

E. Special Procedures for VCU Conference Services

1. As directed by the Provost Task Force on Summer Activities 2004, programs and events held during semester breaks, summer sessions, and when USC&A facilities are otherwise closed, or which involve multiple uses of University resources, shall fall under the operations of VCU Conference Services. VCU Conference Services operates as part of USC&A Event and Conference Services but uses separate and distinct procedures. For more information on VCU Conference Services, please see the VCU Conference Services website (www.USC&A.vcu.edu/conferences).
2. To allow for VCU Conference Services operations during breaks and summer sessions, some space managed by USC&A will abide by the VCU Conference

Services special procedures for space reservations. VCU Conference Services will accept requests for reservations up to 3 calendar years in advance.

F. Reservation Request Periods

To allow for an orderly process for advanced reservations, USC&A has established specific periods of time when each type of sponsor (registered student organization, University department, or non-University affiliate) may reserve space. A schedule of these time periods for each academic year and semester will be published on the ECS website. The schedule for the up-coming year will be published no later than February 1 each year.

1. Registered Student Organization:

- a. Requests for use of facilities for registered student organization sponsored events will be accepted starting on the first Monday in April prior to the academic year in which the meetings occur.
- b. Registered student organizations classified as governance, programming or otherwise granted "advanced registration status" are permitted to reserve space for standard events up to one (1) year in advance.
- c. Registered student organizations with a history of regular days and times for standard events may petition SAAC for similar privileges. These organizations will be permitted to hold regular meetings of general body and executive committee on a weekly basis. ECS will maintain a list of these organizations which shall be reviewed for action by SAAC every spring.

2. University Department:

- a. Departmental events are those designed primarily to be accessible to faculty, staff and non-student members of academic and administrative departments of the University.
- b. Requests for space will be accepted beginning on the first Monday of the month of May for events occurring in the following academic year.
- c. The use of any USC&A managed space for academic purposes or as an extension of an academic program must be approved by the Provost's office.
- d. Non-academic events sponsored by University departments that are designed primarily for the co-curricular benefit of the entire student body or events for the Board of Visitors or University Council may be accepted one (1) year in advance.

3. Non-University Affiliate:

- a. Requests for non-University affiliate events during the academic year will be accepted beginning on the first business day of the month of August for events occurring in the fall semester, the first business day of January for events occurring in the spring semester.
- b. Non-University affiliate events during breaks or summer shall be managed through VCU Conference Services guidelines and procedures.

4. Exam Period Exception

- a. To be consistent with the academic mission of VCU and discourage students from activities that may interfere with academic pursuits, it will be standard practice to deny requests from student organizations to sponsor events, meetings and other activities during the final examination period.
- b. Organizational meetings and study breaks for organizational members and other private end of year activities will be reviewed on a case by case basis.

G. Rental Rate Guidelines

1. USC&A managed space is supported through University Fees and Student Activity Fees. Student organizations and University departments receive special rates to

recognize those financial contributions. Non-University affiliate groups and approved alumni and University employees do not receive special rates.

2. USC&A rates are posted on-line. Printed copies are available in the ECS office. Rates are reviewed no less than every two years.
3. Registered Student Organization and University Department Fees
 - a. Rental fees are not charged for meetings and events that are not designed as revenue producing events by registered student organizations and University departments.
 - b. A rental fee is charged if the sponsor accepts or charges an admission fee, vendors' table fee, registration fee, cash donations or similar method of payment.
 - c. Additional charges may be assessed if the event requires extraordinary set-up or clean-up, A/V technicians, or staff, whether the event is designed as a revenue producer or not.
 - d. A registered student organization or University department that holds a revenue-producing event and donates all proceeds to a non-profit, 501c(3) organization, will not be subject to space rental fees. To receive a waiver Sponsor must:
 - 1) Inform ECS at the time of the reservation request that the event is for non-profit benefit.
 - 2) Show proof of the donation within two weeks of the event conclusion. Failure to provide documentation of the donation will result in a charge on the final invoice.
 - e. Requests for exceptions must be submitted in writing to the Director, University Student Commons & Activities two weeks prior to the event date.

4. Non-University Affiliate Fees

Non-University affiliate groups and approved alumni and employee events must pay all rental, service, labor, set-up or other fees as specified in the rate sheets.

5. Labor Fees

- a. Charges will be assessed for labor related to special set-ups, audio/visual aid, and special services.
- b. Audio/Visual Labor fees will be assessed for the entire period of the confirmed reservation. No reduction will be made for labor unless the request is cancelled or modified no later than 5 business days of the reservation. The request for cancellation must be in writing to ECS planner. Notification to A/V supervisor or staff is not sufficient.

6. Cancellation Fees

- a. All reservations made via the virtual EMS reservation system must be cancelled through that system. Reservations not cancelled through the system may be subject to cancellation fees no matter when the cancellation is received. NOTE: the EMS system will not permit changes to reservations less than three business days from the date of the event.
- b. If a student organization is assessed a late cancellation fee, the organization must pay the ECS office the stated amount within five business days or reservation privileges will be suspended and all future reservations will be cancelled.
- c. If a University department is assessed a late cancellation fee, the ECS office will use the budget code provided on the reservation form to obtain the appropriate fees.
- d. If a non-University Affiliate is assessed a late cancellation fee, the ECS office will require payment of cancellation fees within two weeks. Failure of non-

University affiliate to pay will result in the sponsoring registered student organization or University department being charged for the fees. The budget code provided on the reservation will be charged to obtain the appropriate fees.

7. Fee Payment and Balances

- a. Registered student organizations with University accounts must complete a purchase request with Student Organization Finance to authorize the University transfer of funds (Journal Voucher) immediately upon confirmation of the reservation. Any additional cost/charges incurred or credits due as a result of the event may require a second purchase request which must be appropriately approved by Student Organization Finance. ECS will process a University transfer of funds (Journal Voucher) for this final amount within 30 days of the event.
- b. Registered student organizations which do not have University accounts sponsors must pay the ECS office the balance of all anticipated charges *two weeks prior* to the scheduled event. Any additional cost/charges incurred or credits due as a result of the event will be due to the ECS office no later than 30 days following the date of event.
- c. University departments must have a valid departmental budget code as part of the reservation request. ECS will process a University transfer of funds (Journal Voucher) immediately upon confirmation of the reservation. Any additional cost/charges incurred or credits due as a result of the event will be due to the ECS office no later than 30 days following date of event. ECS will process a University transfer of funds (Journal Voucher) for this final amount.
- d. Non-University affiliate sponsors must pay the balance of all anticipated charges to ECS *two weeks prior* to the scheduled event. Any additional cost/charges incurred or credits due as a result of the event will be due to the ECS office no later than 30 days following date of event.
- e. Payment must be made by personal check, corporate check, money order, credit card (VISA or MasterCard), or VCU Rambucks. No cash payments are accepted at any time.
- f. Checks returned for insufficient funds will be charged an additional \$50.00 and all subsequent reservations will be placed on hold or suspended until outstanding charges and check charges are fully paid.
- g. If at any time a sponsoring organization has an outstanding balance due to USC&A, all subsequent reservations will be placed on hold or suspended until all balances are paid in full.

II. GUIDELINES AND PROCEDURES FOR EVENT MANAGEMENT

A. General Guidelines for Meetings and Events

1. Sponsors are responsible for the general behavior and activities of persons leading and attending meetings & events within USC&A managed facilities. Sponsors should be aware of other meetings or events occurring in the facility and ensure that their activities do not infringe upon other meetings or events.
2. Meetings and events held in USC&A managed facilities are generally considered to be open to the University community. Sponsors are permitted, within reason, to hold events that are considered closed for organizational business including but not limited to personnel actions, special organization rituals or activities and paid admission only events.
3. VCU and USC&A encourage individuals with disabilities to take full advantage of meetings and events with USC&A managed facilities. The Americans with Disabilities Act regulations and requirements must be followed at all times for meetings and events. Sponsors may be required to observe special procedures or pay additional fees to ensure that their events are open to persons with disabilities.
4. Sponsors are responsible for extensive cleaning as a result of a meeting or event. A flat fee will be charged (see Rate Sheet). Sponsors will be charged the replacement costs plus hourly labor if applicable for damages to the facilities or equipment.
5. USC&A does not permit the use of "common" areas (lounges, dining areas, seating areas, etc.) for organized meetings or events.

B. Complex Events

1. Student organizations planning events that are defined as "complex" are required to participate in a specialized advising/planning process. This process ensures that all aspects of the event are planned and coordinated to meet all applicable University guidelines, procedures and policies. (See Complex Event Advising Process).
2. A complex event is any event which involves large attendance, security, admission fees, multiple venues or spaces, performance contracts or other activities which require significant time and effort by the sponsor and University support structure.
3. Only two large events of similar nature (i.e.: dances, concerts, new member shows) can be scheduled DURING THE SAME WEEK IN THE SAME USC&A managed facility.
4. Complex events that duplicate or appear to duplicate already established programs will be subject to additional review by ECS and USC&A staff. USC&A reserves the right to require co-sponsorship or to deny events which may unnecessarily duplicate use of University resources.

C. Outdoor Events

The Commons Plaza, Harris Hall Lawn, Park Plaza, Park Court, Shafer Court and Linden Court serve as major thoroughfares for pedestrian traffic on the Monroe Park Campus. The Patterson Memorial Garden was made possible by a gift to the University and is significant to the life of the MCV Campus. The following procedures for the reservation and NON-EMERGENCY use of the aforementioned areas related to programs with valid reservations.

1. Any event occurring in the Commons Plaza, Harris Hall Lawn, Park Plaza, Park Court, Shafer Court, and Linden Court on the Monroe Park Campus and the Patterson Memorial Garden on the MCV Campus must be reserved in advance.
2. Events which restrict pedestrian flow generally will not be approved during normal class days (Monday through Friday) between the hours of 10:00 am and 2:00 pm for Shafer Court, Park Court or Linden Court.
3. Events with amplified sound will be permitted only from 12:00 – 1:00 pm Monday through Friday. Events on Friday evening after 5:00 pm, Saturdays and Sundays will be permitted on an individual basis.
4. Outdoor events with anticipated attendance of less than 400 participants, are highly encouraged to reserve rain space with the ECS. Cancellations and/or “rain call” must be made no less than 4 hours in advance of the set up time for the event.
5. Outdoor events which are planned to have attendance in excess of any possible facility which would allow rain space (more than 400 participants) must either establish a “rain date” or be prepared to cancel the event in case of inclement weather. Cancellations and/or “rain call” must be made no less than 4 hours in advance of the set up time for the event.

D. Demonstrations (University Policy)

"Free inquiry and free expression are indispensable to the objectives of an institution of higher education. To this end, peaceful, reasonable, and lawful picketing and other orderly demonstrations in approved areas shall not be subject to interference by the members of the University community. Nor shall any member of the University community be subject to limitation or penalty solely because of the lawful exercise of these freedoms. However, those involved in picketing and demonstrations may not engage in conduct that violates the rights of any member of the University community."

1. All aspects of demonstrations shall be governed by the "Guidelines for Demonstrations on the Campuses of Virginia Commonwealth University."

E. Parking, Loading and Unloading

1. Parking, loading and unloading for deliveries related to any meeting or event must be coordinated through ECS and USC&A facility managers, and approved in advance as part of the reservation process. Only those vehicles necessary for delivery of equipment, food, or other materials directly related to the program or exhibit will be given access to any loading area or part of the outdoor locations.
2. All vehicles used for loading or unloading of equipment and not directly necessary for the function of the program must be removed immediately after loading or unloading prior to the start of the program.
3. Sponsors must notify the ECS office at the time of the reservation request that vehicles will need access to the facility or outdoor area. Sponsors are required to provide details about the number of vehicles expected and the general type and size. If specific reservations are not made for vehicles, sponsors will be required to unload any equipment or materials from a pre-approved loading area.
4. All parking of vehicles for service access or programs must avoid driving or parking on non-supported surfaces and grass areas. The ECS office can inform Sponsors of appropriate places to park vehicles. The ECS office will require that ½" to ¾"

plywood boards be placed under the wheels of large vehicles to keep them from displacing bricks.

5. Due to size, weight, or other restrictions, certain vehicles may not be permitted access to the outdoor areas. The ECS office may consult with Facilities Management staff to determine if a vehicle should be restricted from access.
6. Any violation of parking restrictions may result in fines, towing, or both.

F. Security

The safe and secure management of all events and facilities is a priority at VCU. The University reserves the right to require uniformed police officers and/or trained security personnel at any event determined to have security risks. The guidelines below will determine if and when security will be assigned to an event.

1. VCU Police and/or security are required at the following:
 - a. Events occurring outdoors with an expected attendance of 200 or more;
 - b. All-campus events where alcohol will be served
 - c. Large Indoor Events which are likely, based on historical precedent and experience, to attract crowds near to or in excess of the established room or space capacities;
 - d. Events with a history of security problems;
 - e. Any event where cash or other valuables are being accepted;
 - f. Any planned demonstration regardless of anticipated attendance; and,
 - g. Events where the nature of the presentation, speaker, or other factor may create security issues.
2. The ECS automatically assigns police coverage for events where coverage is required or when deemed appropriate by the nature of the event. The VCU Police have the final authority to require security for any event.
3. Even if VCU Police do not require security, USC&A reserves the right to require security at any event USC&A management believes requires a security presence. Additionally, Sponsors may request coverage through the ECS if they feel the need.
4. Event sponsors must pay for police/security coverage. Sponsors that have a University account are billed directly for police services. Sponsors that do not have University accounts are required to pre-pay for security charges.
5. If the event or security services are cancelled less than 48 hours prior to the event or no later than 5:00 pm on Thursday for events occurring on Saturday or Sunday, the organization must pay for the coverage assigned.

G. Catering

USC&A strives to provide locations for events that include food and beverages. USC&A managed facilities are not limited to any specific catering contract and follow all local, state and federal health codes. As such the following guidelines are enforced to protect the sponsors and attendees of programs from health related problems. The following guidelines must be strictly adhered to in all confirmed reservations in which the provision of food or beverage is included. For the purposes of these guidelines and procedures, the terms cater, caterer and catering are used to refer to the provision of food and beverages for a meeting or event.

1. General Catering Guidelines

- a. Sponsors are permitted to contract with any registered and licensed food service provider (caterer) to serve or provide food and beverages for meetings and events.
- b. The sponsor must use a licensed caterer and/or food and beverages must be prepared in a commercially licensed food service operation. Home made or "pot-luck" functions are not permitted. [NOTE: this does not apply to University departments which hold "pot-luck" functions within office spaces in USC&A managed facilities. In those events, the appropriate University department head is responsible for all issues related to the provision of food by non-licensed providers.]
- c. The sponsor is required to dispose of all trash, food waste and service products in proper receptacles at the end of their function.
- d. If the event requires a food staging or preparation area, water, refrigeration, etc, the sponsor is required to use a food service preparation area and a service fee will apply.
- e. Non-University Affiliated events may not be Self-Catered.

USC&A recognizes three forms of catering, Full Service Catering, Delivery-Only Service, and Self-Catering. Each form of catering has specific requirements which must be met.

2. Full Service: when food and/or beverages are being served and a catering staff member is present throughout the event. The sponsor is responsible for making sure that the following occurs:
 - a. Copy of caterer's business license is presented to the ECS office
 - b. Copy of caterer's certificate of insurance is presented to the ECS office
 - c. Caterer meets with a member of the ECS staff to go over all policies and procedures
 - d. Copy of the Catering Services Agreement (provided by the ECS office) signed by the caterer
 - e. Service fee for use of one of the designated food service preparation areas is paid.
 - f. Sponsor is required to reserve a food service prep area when holding a full service catered event.
 - g. All of the above criteria must be presented to the ECS office no later than 3 weeks prior to the event date.
3. Delivery-Only: when a licensed caterer delivers food and no catering staff member is present throughout the event.
 - a. Sponsor is not required to present the ECS office with a copy of their caterer's business license or certificate of insurance.
 - b. For large deliveries and/or Delivery-Only events, ECS reserves the right to require use of and charge for a designated food service preparation area.
4. Self-Catering: when the sponsor is responsible for delivering, setting up and cleaning up food and/or beverages at an event, the Sponsor must adhere to Item G-1b above.
 - a. Sponsor is not required to present the ECS office with a copy of their caterer's business license or certificate of insurance.
 - b. For large deliveries and/or Self-catering events, ECS reserves the right to require use of and charge for a designated food service preparation area.
 - c. Self-catering by a Non-University group is not permitted.

H. Alcohol

1. Alcohol is not permitted in any USC&A managed facility or at any event unless provided through a licensed vendor. The unauthorized possession, distribution, consumption or sales of alcohol will result in action by the VCU Police.

2. Events at which alcohol will be served must conform to state law and University regulations regarding the sale and/or service of alcohol in campus facilities. Refer to the "Procedures for Consumption and Distribution of Alcohol at University Events."
3. An "Alcohol Authorization Agreement" form must be completed and signed by the appropriate University officials 30 days prior to the event.
4. A vendor licensed by the Virginia Alcohol Beverage Control Board must provide alcohol service. Exceptions must be obtained by the University Office of Risk Management at least ten days prior to the event. A copy of the alcohol license must be provided to the ECS office.

I. Publicity Spaces

USC&A provides registered student organizations, University departments, Non-University Affiliated organizations and community agencies and businesses the opportunity to market and/or sell products in USC&A managed areas. In order to maintain the most efficient and effective use of these limited areas, the following guidelines will be adhered to strictly by USC&A in the reservation and provision of Publicity Spaces.

1. General guidelines
 - a. All Publicity Spaces (banners, rolling display boards, information tables and literature distribution areas) require advanced reservation, must be reserved through the Virtual EMS system and have specific restrictions for reservation periods. (see Publicity Space Time Table)
 - b. The solicitation and sale of any form of credit card or credit program is prohibited. The sale or solicitation for general banking services (checking, debit and savings accounts) may be permitted if allowed under other existing University contracts.
 - c. No product may be distributed or sold that duplicates or is similar to those sold by contracted vendors in USC&A managed facilities without prior written approval by VCU Business Services or USC&A management.
 - d. Non-University sponsors may not reserve banners, rolling display boards, information tables or literature distribution space.
 - e. The University reserves the right to remove displayed materials at any point should the content or condition of the contents become of concern. USC&A will maintain procedures for addressing any concerns raised.
2. Banners
 - a. Registered student organizations and University departments may reserve indoor and outdoor banner space without charge. Banner space reservations are subject to specific restrictions and limitations.
 - b. Banners must be approved in advance by the ECS office.
 - c. The University reserves the right to remove banners at any point should the content or condition of the banner become of concern.
 - d. Registered student organizations may not credit corporations or businesses as "co-sponsors" but may state that the event is "being presented by", "in association with," or that the business is "underwriting," the specific event being promoted. Two or more registered student organizations may jointly sponsor a banner, but the names of all sponsoring organizations must be easily identifiable. The names of the sponsor(s) must be spelled out; use of initials or symbols is not allowed.

3. Rolling Display Boards (RDB)
 - a. Registered student organizations and University departments may reserve a rolling display board without charge.
 - b. RDB space reservations are subject to specific restrictions and limitations.
 - c. Materials in RDB are subject to the same guidelines as posting in USC&A managed facilities. (See USC&A Information Distribution Guidelines)

4. Information Tables
 - a. Registered student organizations and University departments may reserve an information table without charge. Non-University affiliate users must be sponsored either by a registered student organization or University department. A representative from the sponsoring organization or department must be present at the table.
 - b. Information Tables space reservations are subject to specific restrictions and limitations.
 - c. Information may not be distributed in areas away from the reserved table space.
 - d. Sponsors may not reserve an information table and literature distribution area on the same day.
 - e. Any use of an information table to promote the use or purchase of a commercial product or service or for fund raising will be considered a sales or service solicitation table and must follow the procedures governing those practices. The ECS office reserves the right to determine the classification of tables.

5. Literature Distribution Areas
 - a. Sponsors may reserve one space per day and may not reserve the same space for more than two days in any week. Non-University organizations are not permitted to distribute literature from any location.
 - b. Distribution of literatures from reserved Information Tables either inside or outside USC&A managed facilities must follow guidelines for Information Tables. Sponsors distributing literature are responsible for cleaning up any literature that is not discarded in proper trash receptacles in and around the facilities. Cleaning should take place throughout the reservation period. Failure to maintain cleanliness will result in the sponsor being denied the privilege to distribute literature in the future.
 - c. USC&A maintains procedures for display boards, literature racks, table tents, (Refer to VCU Dining Services Policy and Procedures for Table Tents in dining areas) or other display areas within USC&A managed facilities. Refer to Information Distribution guidelines and procedures. These areas are NOT reserved through Virtual EMS.

6. Chalk Drawings
 - a. Only registered student organizations or University departments can reserve space for chalk drawings.
 - b. Drawings are permitted in designated areas only. Drawings may only be on cement, never on bricks or other surfaces. (see Chalking Procedures)
 - c. Only water-soluble chalk can be used. Sponsor must clean up the drawings at the end of their reservation period, should the weather not do so first. Failure to do so will result in the loss of future reservation privileges.

J. Sales and Solicitation Procedures

1. Sales

The use of University facilities for the sale of goods or services is strictly regulated. Any exchange of funds (cash, check, debit, credit or similar) for goods or services shall be considered a sale.

- a. Sales must be conducted or sponsored by registered student organizations or University departments. A registered student organization or University department must sponsor vendors and non-University affiliated users.
- b. Sales of services including, but not limited to, wireless communications services, internet services, credit services, telephone services, and other contracted services are covered under Service Solicitation Tables
- c. Sponsoring organizations or departments will be permitted one sales period per semester. A sales period is defined as up to five consecutive days of sales, although sponsor may choose to sell for fewer days.
- d. Fees for all Sales Area (See Space Rental Rates chart) sponsored non-university affiliates will be subject to a separate rate structure.
- e. Failure to cancel a sales area reservation at least 24 hours prior to the reservation date/time will be subject to applicable charges.
- f. The University's disclaimer, printed on the reservation card provided to each Sponsor, must be clearly displayed at all times.
- g. If a registered student organization or University department sponsors a vendor, the terms of the commission must be negotiated between the parties in advance, but should not be less than the current rental rate.
- h. Individuals or firms must carry liability insurance with a minimum coverage of \$300,000 and provide the ECS office with a copy of a certificate of insurance coverage before the request for sales table will be confirmed.
- i. Any business licenses required by the Commonwealth of Virginia and/or the City of Richmond, Virginia must be obtained and copies of those licenses must be provided to the ECS office before a request for sales will be confirmed.

2. Service Solicitation Tables

The act of requesting monetary or other forms of compensation for the provision of a service or the act of requesting individuals register for services even if provided without compensation shall be designated a Service Solicitation and is subject to the following guidelines. Service Solicitation includes but is not limited to: credit cards, debit cards, banking, internet services, cable or satellite television, telephone service and other contracted services.

- a. Non-university affiliated service solicitation vendors must be sponsored by a registered student organization or university department.
- b. A representative of the sponsoring organization must handle reservation arrangements. The sponsor is responsible for providing the vendor with all pertinent information and regulations including parking restrictions, sign/display limitations, location directions, etc.
- c. The sponsoring student organization or University department must pay the University Student Commons a rental fee for the service solicitation table space. (See Space Rental Rates)
- d. The sponsoring student organization or University department must negotiate the terms of the financial agreement with the service solicitation vendor. It is recommended that the agreement be in writing and guarantee an amount no

- less than the current rental rate per day which the sponsoring organization will be required to pay in rental fees.
- e. Prepayment for the service solicitation table must be made 2 weeks in advance of the reservation date.
 - f. Sponsoring student organizations or University departments are permitted one table period per semester, including service solicitation. A table period is defined as up to five consecutive days of solicitation; although, a sponsor may choose to sell for fewer days.
 - g. Only one service solicitation table will be permitted on campus per day. Service solicitation tables will be permitted only during a five-week period starting on the third week of classes each semester.
 - h. Individuals or firms must carry liability insurance with a minimum coverage of \$300,000 and provide the ECS office with a copy of a certificate of insurance coverage before the request for sales table will be confirmed.
 - i. Any business licenses required by the Commonwealth of Virginia and/or the City of Richmond, Virginia must be obtained and copies of those licenses must be provided to the ECS office before a request for sales will be confirmed
 - j. Amplified music and/or speech are not permitted.
 - k. No solicitation away from the table location or yelling to passers-by will be permitted.
 - l. Sponsors/vendors *may not* provide their own tables and chairs. Tables are put in a specific, assigned location. Tables and displays may not be moved from the assigned location.
 - m. Any special arrangements, such as demonstrations, mounting backdrops, or give-a-ways, must be approved by the ECS office prior to the reservation date.
 - n. There are no electrical outlets available; extension cords from outlets will not be permitted. No other equipment and/or services, such as water or parking, will be provided by ECS.
 - o. Credit card sales or the solicitation for credit card services are not permitted in University Student Commons & Activities managed facilities.

III. Glossary of Terms

- **Complex Event** - A complex event is any event which involves large attendance, security, admission fees, multiple venues or spaces, performance contracts or other activities which require significant time and effort by the sponsor and University support structure.
- **Confirmation** - the process by which a reservation request is finalized after the event contract has been agreed to by all parties.
- **Event** – for the purposes of these documents an “event” any program, meeting, or other gathering of individuals or groups that requires the reservation of facilities or services in USC&A managed areas.
- **Event Contract** – this is the document which provides all details of the facilities and services to be provided by USC&A to the sponsoring organization and specifies the terms of the agreement. The event contract is not valid until signed or electronically confirmed by the sponsor.
- **Literature** – any printed materials of any size handed or otherwise delivered to individuals on the campuses of VCU.
- **Non-University Affiliate** – Any group, corporation, agency or other organization that has a permanent or temporary partnership with a Registered Student Organization or University Department for the purposes of conducting events in University managed facilities.
- **Registered Student Organization** - Student groups that successfully complete and submit a Student Organization Registration Form online with USC&A will be afforded associated privileges for Registered Student Organizations.
- **Reservation** – the operational term for the details and information by which USC&A will provide facilities and services to a sponsor.
- **Reservation Request** – the electronic forms and process by which a sponsor seeks permission to hold an event in USC&A managed facilities.
- **Sponsor** – the operational term used to refer to the organization, department or agency for a reservation has been made and confirmed.
- **Sponsor Contact** – the person responsible for all aspects of the event and with whom the ECS office will generally conduct business.
- **University Department** – An academic and administrative area within the University and the VCU Health System.