

**THE UNIVERSITY OF ALABAMA IN HUNTSVILLE**  
**CHARGER UNION MARKETING & POSTING POLICY**

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| <b><u>Number</u></b>   | 03.02.09  |
| <b><u>Division</u></b> | Student Affairs - Auxiliary Services  |
| <b><u>Date</u></b>     | January, 2014   |
| <b><u>Purpose</u></b>  | The Charger Union is designed to meet a diverse range of needs with primary emphasis on the promotion of student life at UAH. This policy is intended to regulate the orderly marketing and posting by Registered Student Organizations, University Affiliated Groups, Sponsored Non-Affiliated Groups and persons. It includes specific procedures for marketing and posting within the Charger Union and outdoor areas adjacent to the Charger Union.   |
| <b><u>Policy</u></b>   | <p><b><u>General Guidelines</u></b></p> <p>No information, advertisement, document, or notice of any kind may be attached to any wall, door, window, railing, or other interior and/or exterior building surface, landscape, or hardscape outside the approved posting areas specified in this policy. Materials posted in unapproved locations will be removed and discarded by Charger Union personnel.</p> <p>Damage to walls or other surfaces resulting from violation of this policy will require that the organization and/or individual responsible pay the costs of repair.</p> <p>Parties responsible for posting materials in unauthorized spaces will receive a written notice on their first offense. Subsequent offenses could result in the loss of posting privileges.</p> <p>Content or event promotion must be of student interest or student-oriented in nature, and must be open to all students and/or a broad segment of the campus community.</p> <p>Content inconsistent with the mission of the Charger Union and/or the University will not be allowed and is subject to review and approval by the Charger Union Director and/or Charger Union Advisory Board, and subsequent removal if necessary by Charger Union personnel.</p> |

## **Information Desk**

The Information Desk accepts flyers, handouts, brochures and similarly approved publicity materials for display at the Information Desk welcome counter.

Materials which do not fit into standard sized counter top displays will not be accepted. (8.5 x 11 flyers or tri-fold brochures)

## **Promotional Tables**

Promotional tables may be reserved by Registered Student Organizations and Affiliated Groups for display and distribution of materials to interested persons in the Charger Union lobby and outdoor locations when the space is not reserved for other use. Solicitation and sales are prohibited unless otherwise approved by the Director of the Charger Union. Reservations can be made through the Charger Union Scheduling Office.

The promotional tables must be reserved in compliance with the general reservation procedures and will be assigned on a first come, first served basis. No more than three promotional tables will be available for reservation at a given time.

Reservations are limited to one (1) table per day up to five (5) days per semester per registered student organization or affiliated campus department.

Tables must be occupied by a member of the reserving group at all times.

Commercial solicitation is not permitted in the Charger Union unless sponsored by a registered student organization or university department and reserved through the Charger Union Scheduling Office. Sponsoring organizations or departments are responsible for the activities taking place. No commercial solicitation for personal gain is permitted nor solicitation that is incompatible with the educational mission of UAH and the Charger Union.

## **Indoor Banners**

Limited space for banners in the Charger Union Atrium/Lobby is available by reservation through the Charger Union Scheduling Office.

Reservations must be made at least 14 days in advance of installation. The duration of a reservation is one week; a week begins Monday and ends Sunday. Limit two consecutive weeklong reservations per event.

Banners must be received in the Charger Union Scheduling Office no later than 12pm on the Friday prior to the reserved week.

Banners must be constructed of paper or vinyl. Wood, cardboard, fabric, glitter or other similar type materials are not permitted due to fire and safety hazards.

Two banner sizes (vertical in orientation) are accepted: 3'(h)x6'(w) and 3'(h)x8'(w). Any exceptions to these sizes will be based on space availability.

Installation and removal is performed by Charger Union personnel only. Banners will be available for pickup in the Charger Union Scheduling Office for one week after removal. At the expiration of this time period, any unclaimed banners will be discarded.

### **Outdoor Banners**

The designated location for Charger Union outdoor banners are the two poles at the south entrance to the Charger Union. Banners will only be hung vertically on the columns; no horizontal placement between the poles will be allowed.

Outdoor banners may only be secured to the poles using the mounting hardware installed on the poles.

Banners must be constructed of fire protected fabric vinyl with re-enforced top and bottom grommets.

One banner size (vertical in orientation) is accepted: 3 ft. x 6 ft.

Only banners promoting significant campus-wide events and/or annual Charger Union Programs (e.g.: Welcome Week, Homecoming, Family Weekend, Orientation) will be considered for posting.

Approval, installation and removal is performed by Charger Union personnel only. Banners will be available for pickup in the Charger Union Scheduling Office for one week after removal. At the expiration of this time period, any unclaimed banners will be discarded.

Reservations are available on a first-come, first-served basis; however, advance reservations are encouraged and should be made with the Charger Union Scheduling Office.

### **Bulletin Boards**

Bulletin boards are located on the first floor for campus-related posting. Content of material must comply with Section 2 of this document. General use posting is not permitted at this time.

All materials must be date-stamped by the Information Desk prior to posting.

Materials must not exceed 11"x17"; limit one poster per event, per posting location.

Materials may be posted 21 days prior to or up to the event date.

Removal of materials will be performed by Charger Union personnel only.

Use of the bulletin boards in the following locations is reserved for internal use only by those units named below:

- Student Life Suite
- Theater/Auditorium

### **Electronic Signage**

Campus event screens are located around the Charger Union and are used to advertise events taking place in the Charger Union and are open to the general student body.

Campus event screens can only advertise an event for seven (7) days at a time and must be submitted at least 10 days before the event date to be included in the rotation of electronic signage.

Graphic Dimensions: Electronic signage submittal requirements and formats to be provided at Charger Union Information desk.

### **Table Tents**

Table tents or similar type table handbills are not permitted in the Charger Union including interior or exterior seating areas. Such materials will be removed or discarded by Charger Union personnel.

Weekly updates will be inserted into the napkin holders in the Charger Union. Content for these inserts is gathered from the UAH Student Events Calendar (<http://www.uah.edu/student-life/activities/events-calendar>)

### **Exterior Ground Signs**

Exterior signage such as yard signs is permitted on the front and back patios, and designated walkway areas where they do not impede pedestrian traffic. Space must be reserved with the Charger Union Scheduling Office and are only permitted in the designated locations outside of the Charger Union.

Large plywood signs (4 ft. x 8 ft.) are permitted at the Charger Union but space must be reserved with the Charger Union Scheduling Office and are only permitted in the designated location outside of the Charger Union.

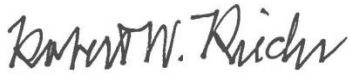
Reservations are available on a first-come, first-served basis; however, advance reservations are encouraged.

Exterior signage must be removed by sponsoring group by midnight following the next business day after the event. Any unclaimed materials will be discarded by Charger Union personnel.

**Review**

The Auxiliary Services Office is responsible for the review of this policy every five years (or whenever circumstances require).

**Approval**



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Chief University Counsel



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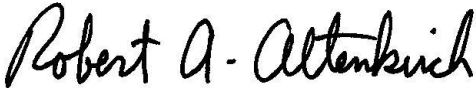
Vice President for Student Affairs



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Associate Vice President for Auxiliary Services

**APPROVED:**



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President