



Event and Meeting Services

Event and Meeting Services: Guidelines & Procedures

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. Registered student organizations receive first 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 meetings, events and programs executed in the University Student Commons, Hunton Student Center and the J.L. Larrick Student Center and all outdoor space 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 the 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 Facility Use Agreement 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 VCU Health Systems (VCUHS) through Virtual EMS. Non-University affiliate groups, organizations or individuals which are not sponsored by a registered student organization or University department are only able to request space by contacting the Event and Meeting Services office directly.
3. Registered student organizations receive first priority in advanced space scheduling and use of major event and programming spaces. Registered student organizations receive a 100% discount on rental fees for the use of rooms and/or USC&A equipment unless the organization is charging admission fees, vendors are charged to participate in the event and/or the majority of attendees are not current VCU students, faculty, or staff.
4. University departments receive second priority in advanced space scheduling and use of major event and programming spaces. University departments receive 100% discount on rental fees for use of rooms or USC&A equipment unless the department is charging admission fees, vendors are charged to participate in the event and/or the majority of attendees are not current VCU students, faculty, or staff. University departments are not permitted to reserve USC&A facilities for academic classes or academic related events.
5. VCU affiliates (VCUHS specifically) also receive second priority in advanced space scheduling and use of major event and programming spaces. VCU affiliates are required to pay rental fees for the use of rooms, equipment and/or services.
6. All usage by non-university affiliated groups are required to pay rental and other fees. If a registered student organization or University department is co-sponsoring the event, the sponsoring registered student organization or department must also provide the USC&A Event and Meeting Services office with their Index Code to guarantee payment by the non-university affiliate. The registered student organization or department will be held ultimately responsible for any violations of policies, procedures or guidelines committed by the group and/or event participants.

B. Reservation Request/Confirmation Procedures

1. Registered student organizations, University departments, and VCUHS clients must submit space requests through Virtual EMS. The Event and Meeting Services office will electronically process the request and provide the client with an electronic Facility Use Agreement, which serves as the agreement for the reservation. The Facility Use Agreement serves as the primary agreement for use of any and all facilities, equipment, and labor required for the meeting and/or event.
2. A meeting/event request must be made during the appropriate reservation period time period. If requests are submitted before the appropriate period, USC&A will deny the request and ask the client to re-submit on the appropriate date. Reservations for meetings in standard spaces must be made at least three (3) business days prior to the requested meeting. (Standard spaces include the following rooms: Alumni Boardroom, Metro, Shockoe, Canal, and Forum. The Virginia rooms are considered standard spaces Sunday - Thursday 6p.m. – close.)
3. Meeting/event requests will not be considered “approved” until the client receives the ‘Confirmed-Final’ or ‘Confirmed- Pending Details’ Facility Use Agreement, which will include all the final details, equipment requests, labor requests, and charges.
4. Clients accept and agree to the terms of the Facility Use Agreement when they receive a ‘Confirmed-Final’ Facility Use Agreement. The agreement serves as the confirmation of the reservation and the agreement for services that will be provided. The ‘Confirmed-Final’ Facility Use Agreement will also serve as authorization to process any and all charges against the index code provided and/or agreement to pay all related charges with another form of payment should an index code not be provided.
5. Clients are required to read the Facility Use Agreement carefully to ensure that all services, furniture, and equipment needed are listed. All costs on the Facility Use Agreement are estimates. If a meeting/event requires changes to rooms, equipment or labor, the final charges will be adjusted accordingly, and late request fees may also apply.
6. USC&A reserves the right to deny a meeting and/or event request if it is determined that USC&A cannot programmatically or operationally accommodate the meeting and/or event, or if the group or meeting is in conflict with University policies or regulations.
7. Event and Meeting Services will assign each meeting request to the most appropriate space(s) available. Requests for specific rooms or space will be honored when possible. USC&A reserves the right to re-assign space when necessary and to identify suitable alternative space for the original reservation. USC&A will make every effort to notify clients of changes in advance of the actual meeting.
8. Registered student organizations planning events defined as “complex” must submit the Complex event request in Virtual EMS no less than 90 calendar days in advance of the preferred event date. Registered student organizations sponsoring “student events” must submit space requests through Virtual EMS no less than ten (10) business days in advance.
9. For University Departments and Non-University affiliated groups, event requests must be submitted through Virtual EMS no less than ten (10) business days in advance. USC&A Event and Meeting Services staff will meet with clients well in advance to discuss necessary planning.

C. Penalties, Exceptions and Appeals

1. Fronting is the practice of having a legitimately recognized client reserve facilities or services so that another group may gain access to University facilities or services. Fronting in any form is prohibited.

Clients 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. Registered student organizations or departments collaborating with non-university affiliated groups will be held ultimately responsible for any violations of policies, procedures or guidelines committed by the non-university affiliated group and their guests. Clients that 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. Requests for exceptions to these procedures should be forwarded to the Coordinator of Event and Meeting Services located in room 106 in the University Student Commons.

D. Reservation Request Periods

1. Registered Student Organization:

- a. Registered student organizations may submit complex event requests for the following academic year through Virtual EMS starting the first weekend of Spring Break (10:00 a.m. Friday – 11:59 p.m. Sunday). (See section C, line 2 for definition of complex events requirements)
- b. Registered student organizations may submit regular meeting and event requests for the following academic year starting 8:00 a.m. on the first Monday of every April prior to the academic year in which the meetings/events occur.
- c. Registered student organizations classified as Governing or Programming are permitted to submit Meeting and Event Requests for annual events up to one (1) year in advance. The Event and Meeting Services office will contact these organizations and request their space requests for the following academic year starting in the January.
- d. Registered student organizations with a history of regular days and times for standard meetings and events need to submit their requests online through Virtual EMS. These organizations will be permitted to hold regular meetings of general body and executive committee on a weekly basis as space permits. Event and Meeting Services cannot guarantee that the same space and time will be available each week, therefore the registered student organization may have to find alternative space or move the meeting to a different location and/or time.

2. University Departments and VCUHS:

- a. University departmental events are those designed primarily to be accessible to current faculty, staff and non-student members of academic and administrative departments of the University.
- b. Virtual EMS requests will be accepted beginning on the first Monday of every May starting at 8:00 a.m. for meetings and events occurring in the following academic year for both University departments and VCUHS clients.
- c. The use of any USC&A managed space for academic purposes for regulated/semester classes are not permitted.
- d. Non-academic meetings or events sponsored by University departments that are designed primarily for the co-curricular benefit of the entire student body, or meetings and events for the Board of Visitors or University Council, may be accepted one (1) year in advance.
- e. VCUHS events are those designed primarily to be accessible to employees of the VCU Health System.

3. Non-University Affiliate:

- a. Meeting and event requests for Non-University affiliates will be accepted on a case-by-case basis through the Event and Meeting Services office.
- b. Non-university affiliates may contact the Event and Meeting Service office at 804-828-9502 or via email at uscaevent@vcu.edu to request meeting and/or event space.

E. Rental Rate Guidelines

1. USC&A managed space is supported through University and student activity fees. Registered student organizations and University departments receive special rates to recognize those financial contributions. VCU Affiliates and Non-University affiliate groups do not receive special rates.

2. USC&A rates are posted online, at usca.vcu.edu, under the Event and Meeting Services Tab. Printed copies are available in the USC&A Event and Meeting Services office.

3. Registered Student Organization and University Department Fees

- a. Registered student organizations and University departments receive a 100% discount toward the rental fee for meetings and events that are not designed as revenue producing events.
- b. A rental fee is charged if the client accepts or charges an admission fee, vendors' table fee, registration fee, cash donations or similar method of payment, or if the majority of the attendees are not current VCU students, faculty or staff.
- c. Registered student organizations and University departments that host conferences with non-university attendees will be charged a special rate if registration fees is charged or sponsorship is collected.
- d. Additional charges may be assessed if the meeting or event requires excessive clean-up, Audio/Video technician support, additional staff support, and whether the meeting or event is designed as a revenue producer or not. (A revenue producing meeting or event includes revenue generated just enough to cover the cost of the meeting or event and may or may not include gaining a profit for the organization or department.)
- e. A registered student organization or University department that holds a revenue-producing event and donates 100% of all proceeds to a non-profit, 501(c) (3) organization, will be eligible for a room rental waiver. To receive a waiver the Client must:
 - 1) Inform the Event and Meeting Services office at the time of the Virtual EMS request that the event is for non-profit benefit.
 - 2) Show proof that 100% of all proceeds generated by the meeting or event were donated to the non-profit, 501(c) (3) organization within 30 days of the event.
- f. Requests for exceptions must be submitted in writing to the Coordinator of Event and Meeting Services and Assistant Director of Operations and Event & Meeting Services 30 days prior to the event date.

4. VCUHS and Non-University Affiliate Fees

- a. VCUHS and non-university affiliate groups must pay all room rentals, 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 services.
- b. Audio/Visual labor fees will begin a minimum of one (1) hour prior to the event start time and will continue through one (1) hour after the event end time. No reduction will be made for labor unless the request is cancelled or modified no less than ten (10) business days in advance of the meeting or event. The change to the Facility Use Agreement must be made in writing to the USC&A Event and Meeting Services office. Notification to the USC&A Audio Visual Manager, Student Building Manager, or other staff is not sufficient.
- c. Clients may not provide their own Audio/Visual equipment for meetings and events.
- d. Additional labor time for A/V support may be required for special equipment, setups, and/or services and will be determined at the sole discretion of the USC&A Audio Visual Manager. Any additional labor determined to be needed will be notated on the Facility Use Agreement and will be communicated to the client in advance of the event date by the Event and Meeting Services office.
- e. There will be an additional fee for early opening and late closing past the regular operating time of all USC&A buildings. Please note, these requests must be done at least one month prior to the event.

6. Cancellation Fees and No Show

- a. All clients must contact the Event and Meeting Services office to cancel their meeting or event. Notification to other staff is not sufficient.
- b. All meeting requests and/or reservations in standard rooms must be canceled a minimum of three (3) business days prior to the meeting date.
- c. All meeting and/or event requests and/or reservations in non-standard rooms must be canceled a minimum of ten (10) business days prior to the meeting or event date.
- d. Meetings and/or events not canceled within the appropriate time frame may accrue late cancellation fees.
- e. Meeting and/or events not canceled at all and the host organization or department does not show up for the scheduled meeting and/or event may be charged a no show fee. If a registered student organization is assessed a late cancellation or no show fee, the organization must pay USC&A the stated amount within 30 days or reservation privileges will be suspended and all future reservations will be canceled.
- f. Registered student organizations cannot use Student Government Association funding to pay for cancellation or no show fees.

According to the Monroe Park and Medical College of Virginia Campus Student Government Association Constitution, SGA funding cannot be used to cover “any fee, deemed to be the fault of a student organization that results from failure to pay an invoice in a timely manner or an additional charge imposed for failing to meet a payment deadline.”
- g. If a University department is assessed a late cancellation fee or no show fee, USC&A will use the index code provided on the Virtual EMS request to obtain the fees.
- h. Any scheduled labor charges associated with a meeting or event, along with the cancellation fee, will be charged when reservations are cancelled less than ten (10) business days in advance of the reservation.
- i. If a non-university affiliate or VCUHS client is assessed a late cancellation fee, USC&A will require payment of the fees within 30 days following the event date. Failure of Non-University or VCUHS affiliates to pay outstanding fees and/or charges within 30 days of the event will result in the cancellation of all future reservations and all future reservation privileges.

7. Fee Payment and Balances

- a. Registered student organizations with University accounts
 - i. A registered student organization with a University account may use their VCU index code to authorize all charges related to meeting and event requests. A 'Confirmed-Final' Facility Use Agreement will authorize USC&A to charge all fees related to the meeting or event to the index code provided for the event. Registered student organizations that authorize charges against their University account that are not approved or funded will be held accountable for the charges and may be held accountable by the proper funding authority.
 - ii. A registered student organization with a University account must pre-pay all charges related to a meeting or event request if the meeting or event has not been funded through the student activity fee appropriation process. It is the responsibility of the registered student organization to confirm that funds are available prior to receiving the 'Confirmed-Final' Facility Use Agreement.
- b. Registered student organizations which do not have a University account
 - i. Registered student organizations which do not have a University account must pay the balance of all anticipated charges ten (10) business days prior to the scheduled meeting or event.
 - ii. Any additional cost/charges incurred or credits due as a result of the event will be due to USC&A no later than 30 days following the date of the event. These charges will be invoiced within seven (7) business days following the event.
 - iii. Payments for any outstanding balances for the academic year must be received by the Event and Meeting Services office no later than the last day of spring classes of the same academic year.
 - iv. Failure to pay any outstanding balances from that current academic year by the last day of spring classes, will result in loss of reservation rights and cancellation of all future events and meetings until the outstanding balance has been paid.
- c. University departments
 - i. University departments must have a valid departmental index code as part of the reservation request.
 - ii. USC&A will process a University transfer of funds (journal voucher) within 30 business days following the meeting or event which will include all charges, including any on-site requests, late cancellations, or other related charges.
 - iii. If the department wishes to pay for fees via other forms of payment such as check or credit card, please notify your assigned Event Planner prior to the final deadline of that reservation, as this payment will be treated as a pre-payment option. If we are not notified, we will process these charges to the valid department index code that was provided.
- d. VCUHS clients
 - i. VCUHS clients must pay the balance of all anticipated charges ten (10) business days prior to the scheduled meeting or event.
 - ii. Any additional cost/charges incurred or credits due as a result of the meeting or event will be due to USC&A no later than 30 days following date of the meeting or event.

- e. Non-university affiliated clients
 - i. Non-university affiliated clients must pay the balance of all anticipated charges a minimum of 30 days prior to the meeting and or event.
 - ii. Any additional charges/fees incurred as a result of the meeting or event will be due to USC&A no later than 30 days following date of the meeting or event.
- f. Payments
 - i. Payments may be made by personal check, corporate check, money order, or credit card (VISA, MasterCard, Discover, and American Express).
 - ii. Clients may remit payment in the Event and Meeting Services office Monday through Friday, 8:30a.m. – 4:00p.m.
 - iii. No cash payments are accepted at any time.
 - iv. The Event and Meeting Services office also accepts credit card payments over the phone Monday through Friday, 8:30a.m – 4:00p.m.
 - v. All check or money order payments should be made payable to Virginia Commonwealth University.
- g. Clients will be charged an additional \$50 if their check is returned due to insufficient funds. All of their subsequent reservations will be placed on hold or suspended until outstanding charges and insufficient fund charges are paid in full.

II. GUIDELINES AND PROCEDURES FOR MEETING AND EVENT MANAGEMENT

A. General Guidelines for Meetings and Events

1. Clients are responsible for the general behavior and activities of persons leading and attending meetings and events within USC&A managed facilities. Clients should be courteous 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. Clients are permitted, within reason, to hold meetings and 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. Clients may be required to observe special procedures or pay additional fees to ensure that their events are open to persons with disabilities.
4. If extensive cleaning is required as a result of a meeting or event, a flat fee will be charged (see Rate Sheet) to the client. Clients 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, hallways, etc.) for organized meetings or events.
6. All meeting rooms and event spaces will be locked when not in use, for security purposes. For meetings and events being held in any USC&A building, clients and/or their caterer must stop by the Information Center (located on the 1st floor in the University Student Commons) or in the front of the Larrick and Hunton Student Centers and notify the Information Assistant or Student Manager on duty that they have arrived for

their event. A Student Manager or Operations staff will unlock their designated meeting and/or event space. Clients and/or their caterers may not have access to their designated meeting or event space prior to the start of their reservation; without talking with the Event and Meeting Services Office.

7. For all reservations in the USC&A spaces, please check in with the Student Manager on duty prior to your events.
8. Clients who occupy additional space(s) not listed on their reservation for programming purposes may be charged additional fees and/or may be required to vacate the space(s) immediately. If clients are repeating occupying additional spaces not listed on their reservation, it will result in loss of reservation rights and cancellation of all future events and meetings up to one semester.
9. Clients who occupy programming space for which they do not have a reservation will be required to vacate immediately.
10. Any client interested in contracted services must get preapproval from the Event and Meeting Services offices. The client must provide the Event and Meeting Services office with the contact information for any contracted services, as well as, a copy of the contract for the services being contracted a minimum of thirty (30) business days prior to the event date.
11. Any client with contracted performers must provide a copy of the performer's rider to the Event and Meeting Services office a minimum of thirty (30) businesses days from the date of the event. The Event and Meeting Services office cannot guarantee that all requests/requirements within the performer's rider can be accommodated.

B. Meetings

1. Meetings are defined as simple gatherings of individuals for the purpose of conducting general business.
2. In general, meetings do not require special arrangements and will be held in rooms with fixed furniture configurations (standard space).
3. Reservations for meetings may be made up to three (3) business days in advance of the meeting through Virtual EMS.
4. Clients who hold a meeting in a standard room agree to the standard setup. Any changes to the standard setup and any additions to the reservation including additional furniture, special A/V or other needs are not permitted.
5. Requests for changes or additional items/services to standard spaces will be automatically denied.
6. Rehearsals and/or practices consisting of singing, dancing, or those involving musical instruments or loud noise are not considered meetings and may not take place in standard meeting space.
7. Rehearsals and/or practices involving high heels, props, and/or accessories which may cause damage to wood or laminate flooring are prohibited in the Court End Ballrooms and the Commonwealth Ballrooms.

C. Complex Events

1. Registered student organizations planning events that are defined as "complex" are required to meet with their assigned Event and Meeting Services Event Planner a minimum of 60 days prior to their requested

event date. This process ensures that all aspects of the event are planned and coordinated to meet all applicable University guidelines, procedures and policies.

2. A student organization event will be defined as “complex” at the discretion of the student organization’s Event Planner and/or when the event includes two (2) or more of the following:
 - a. Attendance (expected or historical) of more than 100 people
 - b. Tickets (paid or free)
 - c. Contracted services (performance contract, independent contractor agreement etc.)
 - d. Police and/or Security
 - e. Advanced audio/visual support
 - f. Alcohol is being served
 - g. Event title includes: Social, Festival, Carnival, Dance, Fashion Show, Pageant, Auction, “Week”, Open Mic, Concert, Comedy Show, or Culture Show.
3. Galas, socials, birthday/graduation/retirement parties, open floor concerts, and similar events will be reviewed on a case-by-case basis by the Event and Meeting Services staff. Exceptions are made for invitation only restricted events at which advance tickets or invitations are available to a fixed guest list. The Event and Meeting Services office must approve all exceptions in advance. All other complex event restrictions apply.
4. All fashion shows and pageants must take place in the Commonwealth Ballroom and are limited to the standard fashion show setup when using the stage.
5. Rehearsals for talent or fashion shows will be restricted to only two (2) dates leading up to the complex event date. USC&A reserves the right to deny or move rehearsals to another room if needed.

D. Non-university Special Events

1. A non-university special event is an event, or series of events, hosted by an individual or organization for purposes not directly related to VCU or for the sole benefit of VCU students, faculty or staff.
2. Non-university special events include but are not limited to: conferences, wedding ceremonies, wedding receptions, graduation receptions, retirement celebrations, birthday parties, bridal showers, baby showers, and private or religious events.
3. Non-university special events will be charged at the non-university rate or the conference rate depending on the type of event being held.
4. Individuals or organizations interested in hosting a non-university special event in an USC&A managed facility must contact the Event and Meeting Services office at 804-828-9502.
5. Non-university special event requests must be submitted to the Event and Meeting Services office a minimum of 30 days prior to the anticipated event date.
6. All non-university special event requests will be reviewed by the Event and Meeting Services office on a case-by-case basis.
7. All non-university special events must adhere to all University and USC&A policies and procedures and, as with other USC&A clients, are subject to room rental, labor, late request, late cancellation, and no show fees.

8. In addition to the Facility Use Agreement, clients will need to sign the non-university special events agreement and return it to the Event and Meeting Services office no less than 30 days prior to the event.
9. Weddings taking place in USC&A spaces, please see USC&A Wedding Handbook for additional information.

E. Outdoor Events

The Commons Plaza serves as a major thoroughfare for pedestrian traffic on the Monroe Park campus. The following procedures are for valid reservations and NON-EMERGENCY use of the Commons Plaza.

1. Events with amplified sound will be permitted only from 12:00 – 1:00p.m. Monday through Friday. Events on Friday evening starting after 5:00p.m and anytime on Saturdays and Sundays will be permitted on a case-by-case basis.
2. Outdoor events with anticipated attendance of less than 400 participants are highly encouraged to reserve rain space within a USC&A managed facility.
3. Cancellations and/or a “rain call” must be made according to the Rain Call policy.
4. Any event that requires the use of the water hose, please go to the Information Desk and ask for the Student Manager on duty.
5. Any event that has these features (pie throwing, shaving hair and etc.) must provide tarps for the plaza and clean up the area during and after the event. Please consult with your assigned Event Planner for assistance.
6. Rain location
 - a. Anytime a client requests an event to take place outside on the Commons Plaza, the client should also request an indoor rain location for the event.
 - b. The client is responsible for providing all setup, furniture, and a/v needs to their appointed Event Planner for both the outdoor space and the indoor rain location.
 - c. The client will only be billed for one or the other, but this will ensure the event can take place rain or shine.
 - d. New Member Shows will primarily take place outside on the Commons Plaza. In the case of inclement weather, the fraternity or sorority must meet with their Advisor in FSL to decide at the time of booking to have a back-up location. The only location that is approved for New Member Shows is the Commons Theater. The organization must adhere to the capacity of 280 (no additional standing room or furniture will be approved) provided tickets for guests attending and pay for a VCU Police Officer. Students should never be submitting requests for a New Member Show (also known as a Probate or Neophyte Show). This request will always come from the Coordinator for Fraternity and Sorority Life that advises the National Pan-Hellenic Council or the Multicultural Greek Council. New Member Show reservations should also go under the governing council name, not the chapter name. If the Student Organization proceeds to book for a New Member Show under its chapter name, the request will be deny.
7. Rain Call policy
 - a. For events taking place on the Commons Plaza Tuesday through Saturday, clients are required to contact the Event and Meeting Services office by 3:00p.m. on the business day prior to their event date to notify their Event Planner as to whether they want their event to take place outside or to move the event inside to their rain location.

- b. For events taking place on the Commons Plaza on a date when the Event and Meeting Services office is closed (Saturday and Sunday), or the day immediately following when the Event and Meeting Service office is closed (Monday or holiday) clients are required to contact the Event and Meeting Services office by 3:00p.m. on last business day prior to their event date to make their rain call.

F. 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."
2. Anyone interested in holding a demonstration in an USC&A managed facility should submit a written request to the Director of USC&A for preapproval. The Director's office is located in Suite 104.

G. Movies and Films

1. Registered student organizations and University departments must have the public viewing license or rights to show a movie or film.
2. Proof of public viewing licenses must be provided to the Event Planner no less than 10 business days in advance of the showing before the reservation can be finalized. Event Planners will cancel reservations if they do not receive the public viewing license confirmation from the registered student organization or University Department.
3. Public viewing licenses may have to be purchased.
4. Movies and films checked out from the VCU Library do not have public viewing licenses. They have home use/education use licenses. An education license may only be used if it is directly related to a course.

H. Parking, Loading and Unloading

1. Parking, loading, and unloading for deliveries related to any meeting or event must be coordinated through the Event and Meeting Services office, 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 event.
3. Clients must notify the Event and Meeting Services office at the time the event request is submitted regarding any vehicles that will need access to the facility or outdoor area. Clients 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, clients 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. Plywood will be supplied by USC&A Operations for use under the vehicles tires.

The Event and Meeting Services staff can inform clients of appropriate places to park vehicles. Clients interested in purchasing parking deck passes must contact VCU Parking Services.

5. Due to size, weight, or other restrictions, certain vehicles may not be permitted access to the outdoor areas. USC&A may consult with Operations to determine if a vehicle should be restricted from access.
6. Any violation of parking restrictions may result in fines, towing, or both. Clients are solely responsible for any fines or towing charges that may accrue.

I. 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 or could be required for the following:
 - a. Events occurring outdoors with an expected attendance of 200 or more.
 - b. All 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 monies are being exchanged and/or accepted.
 - f. Any planned demonstration regardless of anticipated attendance.
 - g. Events where the nature of the presentation, speaker, or other factor may create security issues.
2. USC&A automatically assigns police coverage for events where security 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, clients may request police coverage by contacting their USC&A Event Planner if they feel security is needed.
4. Clients must pay for police/security coverage. Clients that have a University account are billed directly for police services. Clients 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 after 5:00p.m. on Thursday for events occurring on Saturday or Sunday (Friday for events occurring on Monday), the organization must pay for the coverage assigned. This also holds true for rain calls.

J. Catering/Food and Beverage

USC&A strives to provide locations for meetings and 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 clients and attendees of programs from health related problems. The following guidelines must be strictly adhered to for all reservations with a Facility Use Agreement in which the provision of food or beverage is included. For the purposes of these guidelines and procedures, the terms to 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. Clients 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. All food and beverage served at an event hosted in an USC&A managed facility must be prepared in a licensed kitchen and may not be homemade.
 - i. Homemade refers to any food or beverage item prepared, heated, or cooked by someone other than a licensed caterer, restaurant or licensed food provider.
 - i. Homemade items include purchasing a box of brownie mix from the grocery store, making them at home, and then bringing them in for an event.
 - ii. Homemade items also include drink items such as purchasing tea bags and sugar individually, making iced tea at home, and then bringing it in to serve at an event. Tea would need be premade in a container purchased at the grocery store or other food provider and served straight from that container.
- c. VCU departments and registered student organizations are permitted to self- cater events including “pot-luck” style with store bought pre-packaged goods only.
- d. The client is required to dispose of all trash, food waste and service products in proper receptacles at the end of their function. If you need additional receptacles or disposable of existing waste, please call for Housekeeping at the Information Desk or on the concierge phones located through the building near all major spaces. Any food waste not dispose after the meeting or event will be assessed a clean-up fee.
- e. If the event requires a food staging or preparation area, water, refrigeration, etc., the client is required to use a food service preparation area and a service fee will apply.
- f. Only Pepsi Co. manufactured canned/bottled beverage products may be served in USC&A managed facilities.
- g. Clients may provide coffee, tea, and other brewed or mixed beverages only if those beverages are pre-made by a licensed food service provider and do not conflict with Pepsi Co. manufactured beverage items.
- h. Clients may not premix or brew beverages themselves. All beverages must be premade. Clients interested in serving beverages that require brewing or mixing, they must provide supplies and ingredients for attendees to mix/brew the beverage themselves.
 - i. Example: If a client is interested in serving hot chocolate, they must provide the cups, hot water, and individually pre-packaged hot chocolate packets so attendees can mix the water and hot chocolate packets themselves.
- i. Clients may not purchase pre-packaged food items and then re-package them in smaller individual packages.
 - i. Example: Clients may not purchase a box of cookies and then divide the cookies into smaller individual packages for giveaways or to sell for fundraising purposes.

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 Catering: food and/or beverages are being served and a catering staff member is present throughout the event. The client is responsible for making sure that the following occurs:
 - a. A copy of caterer’s business license maybe needed on file in the USC&A Event and Meeting Services office.
 - b. Kitchen space rental fee for use of one of the designated food service preparation areas is paid.
 - c. Client is required to reserve a food service prep area when holding a full service catered event.
 - d. All of the above criteria must be provided to the USC&A Event Planner no later than 30 business days 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. Client is required to present the USC&A Event Planner with a copy of their caterer's business license or certificate of insurance.
 - b. For large deliveries and/or Delivery-Only events, USC&A reserves the right to require use of and charge for a designated food service preparation area.

4. **Self-Catering:** when the client is responsible for delivering, setting up and cleaning up food and/or beverages at a meeting or event.
 - a. Client is not required to present the USC&A Event Planner with a copy of their caterer's business license or certificate of insurance.
 - b. For large deliveries and/or self-catering events, USC&A reserves the right to require use of and charge for a designated food service preparation area.
 - c. All food consumed at self-catered events should be prepared in a licensed kitchen but "pot-luck" style (store bought per-packaged goods) events are permitted within certain restrictions. Please review the USC&A Catering and Food Services detailed guidelines.

K. Alcohol

1. Alcohol is permitted in USC&A managed facilities when provided by a licensed vendor or when the client has purchased a special event license from the Virginia Alcohol Beverage Control Board. The client must provide a copy of the license to the Event and Meeting Services office at least ten (10) business days prior to the event. The unauthorized possession, distribution, consumption or sales of alcohol will result in action by the VCU Police.
2. An Alcohol Authorization Agreement form must be completed and signed by the appropriate University officials 30 days prior to the event and returned to the Event and Meeting Services office. The Alcohol Authorization Agreement can be found online on the main VCU website, Event and Meeting Services webpage or in the Event and Meeting Services office, suite 106 of the University Student Commons.
3. 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.

L. Publicity Spaces

USC&A provides registered student organizations, University departments, and VCUHS clients, Non-University affiliated organizations and community agencies and businesses the opportunity to market and/or sell products in USC&A managed facilities. In order to maintain the most efficient and effective use of these limited areas, clients must adhere to the following:

1. **General guidelines**
 - a. All publicity spaces (banners, rolling display boards, information tables and literature distribution areas) require an advanced reservation and must be reserved through the client's Virtual EMS account.
 - 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 clients 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, University departments may reserve indoor and outdoor banner space without charge. Banner space reservations are subject to specific restrictions and limitations.
- b. Banner space must be reserved through the Virtual EMS system.
- c. USC&A reserves the right to remove banners at any time due to the banner's content and/or condition.
- d. All banner's must include the client's name (initials, Greek letters may be used, but the client's name must be spelled out), contact information, event name, location, date and time.
- e. The use of glitter or confetti is not allowed on the banners (inside and outdoors)
- f. Registered student organizations may not credit corporations or businesses as "co-clients" but may state that the event is "being presented by", "in association with," or that the business is "underwriting," the specific event being promoted.
- g. Inside banners can only be on display for seven (7) consecutive days. It can be no larger than eight (8) feet wide by three (3) feet high. Banners must be horizontal and cannot have glitter or anything hanging from them. There must be one week between each indoor banner reservation period.
- h. Outside banners can only be on display for 14 consecutive days (2 weeks). There
- i. It can be no larger than eight (8) feet wide by three (3) feet high. Outside banners must be vinyl and made to withstand inclement weather conditions. They must have metal reinforced grommet holes in all four (4) corners. Letters and graphics must be waterproof. There must be two weeks between each outdoor banner reservation period.

3. Rolling Display Boards (RDB)

- a. Registered student organizations and University departments may reserve a rolling display board without charge.
- b. RDB space must be reserved through the Virtual EMS system.
- c. There are two rolling display boards, one (1) for the Floyd Avenue entrance and one (1) for the Main Street entrance. Clients may only reserve one side per day. Promotional materials can be no larger than 21 inches wide by 27 inches high.
- d. RDB may only be reserved for seven (7) consecutive days (1 week) and there must be seven (7) consecutive days (1 week) between each reservation.

1. Information Tables

- a. Information tables may only be used for information distribution. They may not be used to sell products or services or for fundraising purposes.
- b. Clients are expected to be present at the table for the entire time of the reservation, maximum capacity at the table is two (2) representatives at any time.
- c. Information table reservation requests must be submitted through Virtual EMS.
- d. Information table reservations are subject to specific restrictions and limitations. Clients may have a table reservation for no more than three (3) consecutive days and there must be three (3) consecutive days between each table reservation.
- e. Student organizations and University departments may only have one (1) information table reservation at a time and may not use multiple tables during their reservation.
- f. Information may not be distributed in areas away from the reserved table space.
- g. No solicitation away from the table location or yelling to passers-by will be permitted.

2. Sidewalk Chalk

- a. Only registered student organizations or University departments can reserve space for chalk drawings.
- b. Registered student organizations and University departments may request sidewalk chalk space through Virtual EMS.
- c. Drawings are permitted in designated areas only. Drawings may only be on cement, never on bricks or other surfaces. (see Chalking Procedures)
- d. Only water-soluble chalk can be used. Client 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.

M. Sales and Solicitation Procedures

1. Sales: Any exchange of funds (cash, check, debit, credit or similar) for goods or services shall be considered a sale.
 - a. Sales of goods or services by registered student organizations and University departments are limited to the Commons Theater Concession Stand and may only be reserved by contacting the Event and Meeting Services office directly. Any other use of University facilities for commercial purposes is strictly prohibited unless governed by a specifically negotiated University contract.
 - b. Sales must be conducted by registered student organizations or University departments.
 - c. Fees for all programmable spaces will be charged based on the currently approved USC&A Space Rental Rates (See [Space Rental Rates](#) chart).
 - d. Failure to cancel a concession stand reservation at least three (3) business days prior to the reservation date/time will be subject to applicable charges.
2. Fundraising
 - a. A registered student organization may hold events or reserve a sales area with the intention of raising money either for the organization's own purposes or for the benefit of a non-profit 501(c) (3) organization.
 - b. A registered student organization that holds a revenue-producing event and donates all proceeds to a non-profit, 501(c) (3) organization, will be eligible for a room rental waiver. To receive waiver the Client must:
 - i. Clients must inform their Event Planner at the time of the Concession stand request that the event is for a non-profit benefit.

- ii. Show proof of the donation within 30 calendar days of the event.
 - c. Products sold may not duplicate those sold by the permanent vendors located in the University Student Commons.
 - d. Any food sold at fundraisers needs to be prepared and individually pre-packaged in a licensed kitchen.
 - e. Fundraising may not take place at information tables.
 - f. A registered student organization may not reserve the Concession stand for any longer than three (3) consecutive days and there must be at least three (3) consecutive days between each reservation period.
 - g. Clients may only use the Concession stand for a maximum of five (5) hours per day, including set-up and clean up time.
 - h. If the concession stand is completing booked, we will allow registered student organizations to make use of the information tables for sales/ fundraising activities. They must have previously contacted their assigned event planner in this case. The only forms of payments that will be permitted is credit/debit cards with a square readers. Cash is prohibited.
 - i. Any student organization that is caught taking payments at the information tables without prior permission or the presents of a VCU Police officer will be ask to end their reservation, immediately.
 - j. Clients who are found in violation of these rules will lose reservation privileges for a semester and/or cancellation of future information tables dates.
3. Non-university sales and solicitation procedures
- a. The act of requesting monetary or other forms of compensation for the provision of a service or the act of requesting individuals to register for services even if provided without compensation shall be designated a service solicitation and is subject to the following guidelines.
 - b. 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.
 - c. Non-University clients must prepay for the use of the sales/information table prior to the reservation start time.
 - d. Only one (1) non-university sales table will be available in the University Student Commons per day.
 - e. Should a non-university client request the non-university sales table for the purpose of selling goods or services, a copy of the client's business licenses must be provided to USC&A before the request will be confirmed.
 - f. Amplified music and/or speech are not permitted.
 - g. No solicitation away from the table location or yelling to passers-by will be permitted.
 - h. Clients/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.
 - i. Any special arrangements, such as demonstrations, mounting backdrops, or give-a-ways, must be approved by USC&A management prior to the date on the Facility Use Agreement.
 - j. No other equipment and/or services, such as water or parking, will be provided by USC&A.
 - k. Credit card sales or the solicitation for credit card services are not permitted in University Student Commons & Activities managed facilities.
 - l. No products or services may be sold or given away that duplicate, or are similar to, those sold by contracted vendors in USC&A managed facilities.
 - m. A police office will be required should the client sell any type of product or service while in USC&A managed facilities. The client is responsible for notifying the Event and Meeting Services office at the time the reservation request is submitted that they will be selling any products or services. If the reservation request is approved by the Event and Meeting Services office, the client is responsible for prepaying the security charges.

4. Employment Recruiting

- a. USC&A will permit recruiters to reserve specified locations in the University Student Commons and Larrick Student Center with the following provisions of the USC&A Employment Recruiting Guidelines.
 - i. Recruiters must agree to all USC&A terms and conditions.
 - ii. The recruiter must be a licensed employer and must be willing to provide documentation to verify status as a legal employer.
 - iii. The recruiter must pay for space in full and in advance. No refunds will be provided unless the University is closed for reasons beyond the control of USC&A.
 - iv. USC&A reserves the right to deny permission to recruit to any employer that may be in conflict with VCU Policies and Procedures, Ethics Guidelines.
 - v. Recruiters must receive preapproval from the Event and Meeting Services office to sell goods, services, or to solicit for goods or services. Failure to follow this guideline will mean the immediate termination of the reservation without refund.
- b. USC&A reserves the right to deny space to any recruiter for up to three (3) years for failure to follow any USC&A or VCU Policies and Procedures.

Glossary of Terms

- **Amplified sound**- any sound created or enhanced by the use of sound-amplifying equipment (including but not limited to: computer speakers, musical instruments, props, iPod, iPad, cell phone, karaoke machine, etc.)
- **Client** - The operational term used to refer to the organization, department or agency for a reservation has been made and confirmed.
- **Client Contact** - The person responsible for all aspects of the event and with whom USC&A staff will generally conduct business.
- **Complex Event** - A complex event is any event coordinated by a registered student organization which involves a large attendance, security, admission fees, multiple venues or spaces, performance contracts or other activities which require significant time and effort by the client and University support structure.
- **Event** - For the purposes of these documents an “event” is any program, production, or other gathering of individuals or groups taking place in a defined event space.
- **Facility Use Agreement** - This is the document which provides all details of the facilities and services to be provided by USC&A to the client and specifies the terms of the agreement. The Facility Use Agreement is not valid until signed or electronically signed by the client.
- **Homemade**- food items that are assembled, baked, cooked, packaged or processed in a location other than a licensed professional kitchen.
- **Literature** - Any printed materials of any size handed or otherwise delivered to individuals on the campuses of VCU.
- **Meeting** - For the purposes of these documents, a “meeting” is any gathering of individuals or groups taking place in a defined meeting space.
- **Meeting Request/Event Request** - the electronic process by which a client seeks permission to hold a meeting or event in USC&A managed facilities through the VIRTUAL EMS system.
- **No Show**- An event is considered a no show if event staff visit the space 3 times during the event reservation time and finds no one in the space.
- **Non-university client** - Any group, corporation, agency or other organization that is not affiliated with the university or VCU Health System.
- **Pre-packaged**- food items that are purchased already wrapped or in a sealed container.
- **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 client.
- **University department** - An academic or administrative area within the University.
- **VCUHS** - An administrative department within the VCU Health System.