

# Marketing Guidelines

**Axis-TV-** Axis TVs are located throughout the Student Commons, Larrick and Hunton Student Centers. To have an event, program or organization advertised on the Axis TVs, create a basic slide using PowerPoint, including the following: Name and Date of Event, Location, Time, Contact person or organization/department with contact information, how long you would like this slide to run and email it to: [contactusca@vcu.edu](mailto:contactusca@vcu.edu). \*All slides are screened and USC&A reserves the right to edit if needed.

## Banners

Reserve space for a banner through Virtual EMS under Publicity and Info Tables:

- Select “Standard for 1” in setup type and attendance.
- Make sure to include the name of the specific event you are booking the banner for, otherwise, your reservation request will be denied.
- Maximum reservation periods= 7 consecutive days for indoor banners and 14 consecutive days for outdoor banners.
- The minimum required break between reservations is 7 consecutive days for indoor banners and 14 consecutive days for outdoor banners, even if you did not reserve the space for the maximum reservation period.

Banner Guidelines:

- All banners must include the sponsor’s name (initials and/or Greek letters may be used, but the sponsor’s name *must* be spelled out), contact information, event name, date and time.
- Inside banners can be made out of paper or vinyl and measure 8’x3’. Paper banners will be disposed of at the end of each reservation.
- Outside banners *MUST* be vinyl, measure 8’x3’, have grommet holes and waterproof lettering.
- The use of glitter is not allowed on banners, indoor or out.
- Drop your banner off at the Event and Meeting Services Office (Suite 106 inside the Student Commons) the morning of your reservation before 10:00 a.m. Vinyl banners may be picked up after the end of your reservation in the Event and Meeting Services Office.

**Flyers/Handbills-** In order to hand out flyers and handbills, you *must* reserve an information table. Walking around and handing out flyers and handbills is strictly prohibited. You may reserve an information table through Virtual EMS.

## Information Tables

Reserve an information table through Virtual EMS under Publicity and Info Tables:

- Select “Standard for 1” in setup type and attendance.
- Be sure to include the name of the specific event/organization you are booking the table for, otherwise, your request will be denied.
- The maximum reservation period is 3 days in any given week (Sunday-Saturday).
- You may only reserve one table at a time.
- Indoor tables labeled “Commons Lobby Table” and outdoor tables labeled “Outside Table, [location]”, both set of tables are available all year around. Please note: Outdoor table’s users, in the case of inclement weather, we will not be able to relocate your reservation indoors.

- You may *not* collect cash or checks at your information table. If you need to collect money for payments, fundraising and/or donations, you must reserve Commons Theater Registration and Concessions.

**RamsConnect-** On your organization's RamsConnect webpage, you can create "Events" which will then show up on the RamsConnect home screen (bulletin board/cork board) as the event date draws closer. You can also link your organization's Facebook page/group to your RamsConnect and "like" your events. Another option is to use RamsConnect to easily share your event through other social media sites such as Twitter, Blogger, Tumblr, Reddit, LinkedIn, etc. You may also email and print them. You also have the option to personalize your RamsConnect webpage by adding pictures, banners, etc. For assistance navigating or editing your organization's RamsConnect webpage, please contact Kaitlin Griffith at [kgriffith@vcu.edu](mailto:kgriffith@vcu.edu).

**Posters-** Create your posters and bring 3 copies to the Information Center (located on the first floor of the Student Commons.) One poster will be hung on the bulletin board in the Hunton Student Center (MCV campus) and the other two will be hung in the Student Commons. *DO NOT* hang posters yourself. They will be taken down and disposed of by Student Commons staff.

**Rolling Display Boards-** You may reserve the roller display boards that are outside of the Student Commons through Virtual EMS under Publicity and Info Tables.

- Select "Standard for 1" in setup type and attendance.
- The display boards are labeled "Outside- RDB [location]" and are located outside of the entrance indicated by their name (Floyd Ave or Main Street). They are available all-year round.
- Be sure to include the name of the specific event you are booking the display board for, otherwise, your reservation request will be denied.
- The display boards can fit a 21"x27" poster.

**Sidewalk Chalk-** Space available for chalking may be reserved through your Event Planner in the Event and Meeting Services Office. All chalk drawings must be approved by USC&A in advance.

- There are three chalking spaces available: two on Linden between Harris Hall and the Student Commons, and one by the Main/Cherry Street entrance at the Student Commons.
- Chalking will only be permitted when there are no high-profile events taking place.
- Only water-soluble chalk may be used and drawn only on the cement, *NOT* the bricks. By reserving the chalking space, you agree to clean the chalk up after your allotted time in the event the weather doesn't wash it away beforehand. A cleanup fee will be charged in the event the drawings are not removed by the day following the end of the reservation.

**TelegRAM-** An email announcement sent daily to students, faculty and staff. To submit an announcement, go to [www.vcu.edu/telegRAM](http://www.vcu.edu/telegRAM). Be sure to follow the proper format and always include the correct sponsor, title, date, place and time. TelegRAM submissions must be made at least 3 days prior to the event. Remember, *NEVER* submit a TelegRAM announcement, or any other advertisement, for an event or meeting until you have received a "Confirmed Final" Facility Use Agreement for your reservation.

**University Calendar-** Place your program on the online University Calendar by submitting a request at <http://www.pubinfo.vcu.edu/calendar>. Your submission will be reviewed and posted if all information is correct. Calendar submissions have to be made at least one week prior to the event.