

## **Student Union & Event Services Commercial Marketing & Sales Policy**

*This policy applies to commercial marketing in Student Union & Event Services (SUES) managed indoor and outdoor spaces.*

Vendors on campus for the purpose of commercial marketing, which is defined as activities carried out by an entity for the purpose of marketing their business and connecting with potential customers/users, shall pay a marketing fee, provide proof of insurance, and a business license. Examples include but are not limited to: handing out samples, products, coupons and/or product sales.

Registered Student Organizations (RSOs) and UNLV departments may not sponsor commercial vendors on campus by reserving space under their name for purpose of circumventing this policy.

### **Policy guidelines:**

1. Client will set-up in designated and reserved space only, as specified in the Full-Service Contract or a Reservation Summary.
2. Client is subject to applicable reservation fee, in addition to the commercial marketing fee.
3. The commercial marketing shall occur in designated area only; walking solicitations are not permitted.
4. For outdoor spaces that are not designated marketing tables, clients must possess a copy of their Full-Service Contract or Reservation Summary and be able to provide a physical copy upon request
5. Students with registered student organizations (RSOs) and departments promoting their own services or group do not need to obtain a commercial marketing permit nor pay a commercial marketing fee.
6. Departments and RSOs that are partnering with an external group for the purposes of fundraising, may complete the Department/RSO Sponsorship Form, at least 7 business days prior to the event. Upon review, the Department/RSO may be entitled to a partial or full commercial marketing fee discount.
7. Exceptions to the policy can be requested by completing the online waiver form available through SUES. Due to various campus and internal deadlines, this request must be submitted a minimum of 25 business days in advance of the first date of the event. Failure to follow the guidelines may result in removal from campus
8. Failure to follow these guidelines may result in commercial marketing endeavors being shut down, additional fees being assessed, and/or future limitations on reservations.

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