

# GUIDELINES FOR MARKETING BOOTHS, DIRECT SOLICITATION, FUNDRAISING & PUBLICITY



**BOISE STATE UNIVERSITY**

*Conference Services*

# GUIDELINES FOR MARKETING BOOTHS, DIRECT SOLICITATION, FUNDRAISING & PUBLICITY

Most people come to the Student Union to relax, to study, to eat, or to attend events. Solicitation, fundraising, and publicity (generally called “solicitation”) are incidental to their primary reasons for visiting the facility. In light of that fact, the University and the Student Union limit the time, place, and manner in which solicitation may occur in this facility. These limits are strictly enforced.

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The Student Union at Boise State University provides “marketing booth” locations for solicitation by University groups and those trying to reach the University community. These are located in a high traffic area adjacent to the main retail dining room, directly across from the Information Desk and in the Student Union Atrium on the first floor.

**Use of the marketing booth does not imply endorsement or sponsorship by Boise State University.**

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## MARKETING BOOTHS

Marketing booths across from the Information Desk are about 6’ (six) wide. These booths consist of a permanent bench (which will seat two comfortably) and tackable wall surfaces. Each booth may also be equipped with one table (4’ wide) and up to two chairs (on the customer side of the table). Total depth of display/solicitation space should not exceed 7’ from the back wall of the booth.

There is no additional display, demonstration, or sale space available at these locations. Signs should not extend beyond the confines of the booth, and may be attached to the tackable wall with thumbtacks or Velcro. Signs should not be attached to the ceiling above the booth.

Marketing booths in the Student Union Atrium consist of one table (4’ wide) and up to two chairs. Banners must be hung on the front of the tables and may not be adhered to the wall at anytime behind the booth.

TV/DVD/VHS systems are allowed at these locations, although volume must be set at a non-intrusive level as determined by the Information Desk staff or the Manager on Duty. One electrical outlet is available per marketing booth, as is one telephone jack. (Additional charges may apply for telephone and internet access)

Day of event questions should be directed to the Manager on Duty through the Information Desk at (208) 426-4636.

## RESERVATION GUIDELINES

Marketing booth spaces must be reserved in advance

through Conference Services, (208) 426-1677. Due to the limited number of spaces available, recognized student organizations and University departments have first priority on a first-come, first-served basis. Non-university groups may reserve space 10 working days prior to the desired reservation time, on a space available basis.

To provide maximum availability of the limited solicitation space that exists, groups may reserve **ONLY ONE** booth space per day for solicitation. Usage by a group may not exceed five consecutive days, or 15 days per semester, unless special arrangements are made.

## SOLICITATION

Generally, solicitation must occur **ONLY** at a marketing booth. Personal or direct ‘table to table’ distribution of literature or surveys, and other direct solicitation is not allowed. Displays should be eye catching and interesting, as interfering with the normal progress of individuals through the area is not allowed. People should stop at the booth on their own accord.

No solicitation is allowed in any other part of the building except at the marketing booth locations, or in conjunction with a regularly scheduled meeting or event and as part of that meeting or event. Prior written approval is required for non-marketing booth activities.

## FUNDRAISING

Fundraising or solicitation for donations by recognized student organizations requires advance approval from the Director of Student Involvement and Leadership Center,

(208) 426-1551. A Fundraising Schedule and Approval form can be found in the University Conference Services office or in the Student Involvement and Leadership Center.

## BOOK AND MERCHANDISE SALES

The Boise State University Bookstore has the exclusive right to provide retail sales and merchandise on the Boise State University campus. By selling the goods purchased for resale, the department must not compete in any way with other established University businesses such as the Bookstore. (BSU Policy #6130)

Departments/organizations may have compelling reasons to request exceptions. A Retail Merchandise Exemption form is available to review those requests. These forms can be found in the Conference Services office.

Under the discretion of the Bookstore Director, should the University Bookstore not be able to accommodate the sale of the requester’s merchandise, the University Bookstore reserves the right to charge a 20% commission on all sales. This policy applies to all Boise State departments, student organizations, facilities, and outside organizations. For more information, contact the Director for the Bookstore (208) 426-1296.

Non-university groups that are selling items must file a copy of the State of Idaho Seller’s Permit Number or a Temporary Seller’s Permit Number with the University Conference Services office. Permits are available through the Idaho Tax Commission at (208)-334-7660.

## CO - SPONSORSHIPS

- The Student Union does not allow a University department to sponsor a non-University event when the non-University group seeks to reduce applicable costs for facilities or services.
- Should a University group choose to co-sponsor an event with a non-University group, a representative from the University group must act as the primary contact for the event (making the reservation, providing the details, etc.) In addition, in order to receive the University rate, the invoice must be paid through a University Department account. Outside invoices for a University sponsored event will not be allowed.
- To support their fund-raising efforts, University recognized student groups may co-sponsor an event, as long as the student organization receives value equal to the waived or reduced costs.
- Value may be in the form of cash, registrations, paid advertising, etc. Proof of value received is required prior to the event and must be provided to the Conference Services office.
- Additionally, the student organization must take an active role in producing the event or activity (participation by officers, volunteers, promotion, program planning, etc.). An officer of the student organization must be the primary contact for the event (making the reservation, provide details of the event, etc.).
- Student organizations should discuss their event with the University Conference Services office beforehand if they have any questions.

## FOOD AND BEVERAGES

- Boise State University has contracted dining services operations, University Dining Services which provide catering, concessions, board dining, vending, and cash food sales on campus.
- Food or beverage arrangements must be made through the University Catering Office. (208) 426-3890.
- No food or beverage may be sold, distributed, or given away without specific written approval.

## RECRUITMENT

Employers who recruit at Boise State must adhere to Equal Employment Opportunity (EEO) guidelines, the National Association of Colleges and Employers Principles for Employment Professionals, and the Boise State University Career Center 's \*Employer User Policy.\* The Student Union reserves the right to decline approval for any employer job posting or access, as it deems appropriate.

## SPECIAL MARKETING BOOTH GUIDELINES FOR THE FIRST TWO WEEKS OF EACH SEMESTER

- Student organizations or departments may be limited to no more than three days during the first two full weeks of each semester. Each organization or department is limited to one marketing booth per day.
- Priority will be given to student organizations or University departments. During this time period, non-University groups cannot reserve marketing booths. It is strongly suggested that fundraising activities involving commercial enterprises hosted by student organizations be postponed until after the first two weeks of the semester so that student organizations can promote their activities and events.
- All marketing booths will be assigned on a first-come, first-served basis.

## RATES

Recognized Student Organizations.....No charge  
Recognized University Departments.....No charge  
Education/Not-for-Profit groups.....\$40.00 per day  
Government groups.....\$60.00 per day  
Outside groups.....\$80.00 per day plus tax

- These fees cover administrative costs and include one table and two chairs.
- Rates do not include current applicable sales tax. Usage by a group may not exceed 5 consecutive days, or 15 days per semester.
- Governmental agencies involved in recruiting and membership solicitation, if sponsored by the Career Planning & Placement Office, may have the rental fee waived for two days per semester.
- Banner space, display cases, table tents, and bulletin boards are scheduled by the Information Desk at (208) 426-4363.

## POLICY FOR CREDIT CARD AND THIRD PARTY CONTRACT SOLICITATION BSU 6615 - C

1. Signed applications for credit cards or other third party signed contracts cannot be accepted in the Student Union.
2. Gifts in exchange for completion of third party contracts or credit applications cannot be distributed or promised.
3. Booth users that solicit credit cards or require a third party contract must provide and display credit card and/or debt education materials. This may include information provided by the University. The annual fees, interest rates and computation method must be displayed.
4. Companies collaborating with student organizations or University-affiliated groups for compensation must compensate that group in advance by payment of a flat fee, not per application.

