

Campus Promotional Display Policy

SEU offers various ways to promote events and/or information to students. Please see below for those options:

- **Banners** – approved banners are allowed for global, level A, and level B events on campus and can be hung a maximum of 7 days prior the event. Banner locations are El Prado (hung between Bauer Hall and Sawgrass Conference Room) and Aventura Hall.
- **Table Toppers** – approved table toppers can be placed in Tuscana Ristorante and Mi Casa Cafe.
- **Table Tents** – Preprinted table tents can be place on tables in Tuscana, Mi Casa and the Buena Vida Food Court
- **Yard Signs** – approved yard signs that are rain resistant can be placed across campus up to 5 days prior to the event.
- **A-Frames** – approved A-frame signs can be placed across campus up to one week prior to the event.
- **Bulletin Boards** – approved flyers can be posted on up to 9 bulletin boards on campus for a maximum of 2 weeks. Flyers and posters are prohibited from being displayed on doors, windows or walls.
***Note - Flyers for the bulletin board located by the Campus Mailroom do not have to be approved. ***
- **Miscellaneous Marketing Displays** – approved marketing displays that are rain/weather resistant are allowed for global and level A events and can be displayed a maximum of 7 days prior the event.

Any and all campus promotional material must be approved prior to display. Please follow the guidelines below to help you understand what, how, and where promotional information can be posted.

- Banners, yard signs, A-frames and miscellaneous marketing display promotional requests must be submitted to Reed Burr, Director of Communications, rsburr@seu.edu Av 309, for approval **48 hours prior** to the desired posting time. Southeastern events only.
- Table topper and table tent requests must be submitted to Reed Burr, Director of Communications, rsburr@seu.edu Av 309, 2-4 weeks prior to the desired posting time. Requests are approved on a first-come first-serve basis. Southeastern events only.
- Bulletin board requests must be submitted for approval to Sabrina O’Gorman, Student Services Coordinator, seogorman@seu.edu Pansler 232. Southeastern and non-Southeastern events permitted.
- All promotional requests must include a diagram or photo of what the banner, table topper/table tents, yard sign, etc. will look like as well as the material that will be used to make any outdoor displays.
- All promotional material must be taken down within 24 hours after the event and approved posting reservation date.

Events	Event Level Description	Available Options for Promotion
Global	• Campus-wide Events – (ex. Welcome Week, Conference, Exposure)	• Banner - El Prado, above Mi Casa entrance, Aventura • Outside Marketing Displays • Table Toppers/Table Tents – maximum use of up to a week • Yard Signs • A-Frames • Bulletin Board Flyers
Level A	• Target attendance 400-700 • Open to entire student body	• Banner - El Prado, above Mi Casa entrance, Aventura • Outside Marketing Displays • Table Toppers/Table Tents – maximum use of up to a week • Yard Signs • A-Frames • Bulletin Board Flyers
Level B	• Projected attendance 150-399 students • Open to entire student body	• Banner - above Mi Casa entrance or Aventura • Table Toppers – /Table Tents – maximum use of up to a week • Yard Signs • A-Frames

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		• Bulletin Board Flyers
Level C	• Projected attendance 1-149 students • Residence Life Events	• Table Toppers – maximum use of up to a week • Bulletin Board Flyers