ADVERTISING AN EVENT

Upon receiving confirmation of your reservation request from Conferences & Event Services, you may begin to advertise your event.

PROPER NAMES: To ensure respect and appreciation for the donors, please use the guidelines listed below in any promotional material:

- The official name of the facility is Hulman Memorial Student Union or HMSU in abbreviated form.
- Events in the Dede Activity Center should be referred to appropriately as Dede I, Dede II or Dede III, and should include “in Hulman Memorial Student Union”. The correct format is to use the upper and lower case letters and roman numerals.
- Events on the plaza should be advertised as occurring on Dede Plaza.
- Events occurring in the Commons should be referred to as the Hulman Memorial Student Union Commons.

BANNERS: Banner space may be reserved by the campus community through Administrative Services at 812-237-3814 to showcase and promote their events. Banner(s) should be dropped off in HMSU room 207 two days prior to their installation.

- Banner space is available in the HMSU Commons along the balcony railing and are hung and removed by HMSU operations staff.
- Banners are hung with plastic wire ties so allow for this in your design. Preference is for banners to have grommets or holes. If you are unsure, you may review the method of hanging with HMSU Operations prior to producing the banner.
- Banner size: minimum – 2’ H x 3’ W; maximum – 3 ½’ H x 6’ W
- Banners should look professional and be large enough to read from a distance, generally one inch letters or larger.
- Generally banners can remain up for two (2) weeks before the scheduled event unless there is a high demand.
- Homecoming and Spring Week activities banners have priority during that time period.
- Banners must be picked up in room 207 within two days after the event has taken place or HMSU will discard.

CHALKING: The use of chalk to advertise an event must follow guidelines listed below.

- Chalking is only to be done outside (i.e. not in the Rotunda area).
- Chalking with water soluble chalk is restricted to flat, horizontal walkways in open areas that will allow rain to eventually wash the chalk away.
- Chalking is prohibited on benches, walls (on top of walls), or other vertical surfaces.
- Chalking is not allowed on the brick paver walkways.
DIGITAL SIGNAGE: In order to allow student organizations and University departments to promote activities and special events occurring in HMSU, we have installed four digital signage units within our facility. We have two touch screen panels located in the Main Vestibule (by the west entrance) and the North Entrance (by Jones/Hines). There are also flat panel televisions located in the Commons and in the Sycamore Banquet Center.

- Requests are taken on a first come/first serve basis.
- Slides must be submitted five business days in advance of the date requested.
- Slides may be displayed a maximum of 10 days or by the end of the event, whichever comes first.
- Slides can be submitted to ISU-HMSU@mail.indstate.edu and need to be in both portrait and landscape orientation (due to the two types of screens). If only one orientation is received, it will be posted on the screen that it will fit.
- Slides need to be saved as a .gif or .jpg.

DISPLAY CASES: If you would like to advertise your event in the locked display cases on the first floor of HMSU, contact Campus Life at 812-237-3830 or go to the 5th floor of HMSU.

EASELS/FLOOR STANDS: An easel can be placed in close proximity to an event location for advertising purposes on the day of the event only.

FLIERS/POSTERS:

A. POSTER HANGERS: The Poster hangers are located in various areas of HMSU. To display posters please take them to HMSU room 207. We will post in proper location.

The poster hangers are located as follows:

- Top of Commons Stairs
- Column by Information Center
- Dede II Corridor
- Dede III (N)
- Sycamore Lounge (S)
- Balcony area on column
- Main Vestibule (5)
- Dede III (S)
- Column in northwest corridor
- Sycamore Lounge (N)

Due to the popularity of these hangers the following policies apply:

- Priority is given to posters advertising events in the Union
- A limit of three hangers per event (subject to availability)
- Posters can be displayed five business days prior to the event
- Posters will be removed and discarded unless other arrangements are made at the time of the reservation
- Poster size: Minimum 8 1/2” x 14”; Maximum: 2 1/2 ft. x 3 ft.
• HMSU reserves the right to remove and/or relocate posters if displayed without a reservation or in the wrong location.

B. **COMMONS POSTERS:** Posters can be posted in the Commons by the southwest entrance. Poster space can be reserved by bringing them to HMSU room 207 and should follow the guidelines listed below:

- **Size:** Minimum 11” x 17”; Maximum: 2 ½’ x 3’
- **Limit one poster per organization**
- **Posters will be removed and discarded after the event unless prior arrangements have been made at the time of the reservation.**
- **Priority is given to events scheduled in the Union.**
- **Posters should look professional with lettering large enough to be seen from a distance.**

C. **BULLETIN BOARDS:** There are four bulletin boards on the columns located in the center area of the Commons and two large L-shaped built-in bulletin boards located at the north and northeast entrances on the ground floor of the Union. The following guidelines should be followed when posting fliers:

- **Campus materials will be given priority. Off-campus materials will be left hanging only if there is sufficient space related to the number of available boards.**
- **Materials can be hung with thumbtacks and staples only.**
- **Fliers should not be posted over another flier or it will be removed.**
- **Fliers can be posted up to two weeks prior to the event and will be disposed of at the end of the relevant time period.**
- **Fliers/posters must have a contact person’s name and phone number on the back if it is not in the context of the flier.**
- **Fliers are NOT to be posted anywhere else in the building (i.e. not on doors, windows, elevators, walls, etc.)**
- **Materials cannot be posted in the Commons if they are in direct competition with the businesses located there.**
- **You may post only one (1) flier per bulletin board.**
- **Materials larger than 8 ½” x 14” can only be hung on the two large built-in bulletin boards in the Union if room is available.**
- **HMSU reserves the right to remove any materials considered libelous, slanderous, and obscene or that could incite violence.**
- **The bulletin board in the Connections Lounge is a dedicated space and is NOT available for posting of fliers.**

For your preference, posting procedures are displayed on each bulletin board.
**TABLE TENTS:** To place table tents in the HMSU Commons, a request must be placed with ISU Dining Services at 237-7618.

A. CONTENT
- The nature of the information must be of interest to the student body and/or the University community as a whole.
- The most often approved types of table tents generally advertise University programs of general interest, community blood drives, or fund raising events.
- Fraternities or sororities are not allowed to display table tents for recruiting events.

B. CONSTRUCTION
- The table tent must stand on its own without sagging, falling over, or blowing away.
- They should be made from card stock or heavier. Regular bond paper does not meet the construction requirements.
- They must have a base which fastens together so it does not collapse when set on the table.
- If you wish to have a table tent on each table in the Commons, please be advised that there are 282 tables.

C. APPROVAL PROCESS
Contact ISU Dining Services (812-237-7618) prior to having the table tent printed.

Be prepared to answer the following questions:

✓ When is the event?
✓ What two days will tents be out?
✓ Who will place the tents on the tables and when?
✓ Will the tents meet the construction requirements?

After the table tents are printed, a sample should be brought to ISU Dining Services room 215, 2nd floor of HMSU.

D. PLACEMENT
- Table tents must be placed on the table by the individual or organization.
- The table tents can remain on the table for two days only.
- Dining Services staff will remove the table tents after two days and throw them away.
- If the organization/individual wishes to keep the table tents, they will need to collect them prior to the two day deadline.
- Only one organization, department, or individual can have table tents displayed at a time.
- Table tents are not allowed to be placed on the banquettes or ledges.