

Event Management

Guidelines for Organizing Student Activities

Section 1: Event Planning:

1.1 Preliminary Planning Stages:

All activities that occur, whether on campus or off-campus, need to be scheduled in advance. The following information is provided to guide you in planning your activity successfully. The first step is to:

1. Submit your master plan two prior to the beginning of the semester to your staff advisor after discussion and approval from your faculty advisor. The master plan should include the schedule of events, budgets, and activities throughout the semester.
2. Fill out the trip request form and large-scale events google forms and send it two weeks prior to the semester. Large-scale events and trips description and criteria are found in the forms that are sent to you at least a month prior to the semester.
The budget should include but not limited to the stage, entertainer, sound and light, overtime, tips, clinic, fliers, security, etc.
3. Any change in original date of the event requires a new approval from OSD based upon available resources within AUC and OSD's schedule of events.
4. Fill out the *Activity Sheet Form* and submit it to the OSD for approval. (See the form in the form section of the appendix to this chapter). The Activity Planning Form will allow the OSD to coordinate with the concerned departments to ensure that your event runs as smoothly as possible. Final approval of the event will be granted once the conditions set by the OSD are met. If the OSD does its part, so must the organizers. If the organizers are not complying with the approved format, the event can be cancelled immediately. A full-time faculty or staff chaperon is required for all activities.

1.2 Basic event management procedures:

It is important to note that the AUC has an Advertisement and Promotions Policy (APP) that sets the regulations that have to be followed while managing the various activities. These include campus use, promotions and publications, as well as the guidelines for getting external support. In addition, there are specific guidelines that govern fundraising, as well as booths' and banners' reservations (See the appendix to this chapter). It is essential that you become familiar with such regulations to be able to smoothly execute your planned activities.

1.3 Materials to be submitted with the Activity Sheet:

When materials like books, videos, etc from outside of the University are used within the context of an activity, the following guidelines apply to ensure that that intellectual property rights are respected. The list of materials that should be submitted with the Activity Sheet:

1. Any films, videos, posters, banners, cassettes, and play scripts;

2. For book exhibits or fairs, a list of the books and their authors along with the approval of the AUC Bookstore.
3. Items taken from any publications like poems, songs, or materials for presentations should be submitted in their full context.

1.4 VIP guests:

It has become customary that student organizations invite VIP guests and celebrities to their events. The Freedom Expression Policy sets all applicable regulations related to inviting VIPs. The following information is vital when you are planning to invite VIP guests to your event:

1. In case of inviting cabinet level ministers the approval from the provost and president's office is required.
2. Failure to abide by these rules could result in suspending the club for one semester.
3. Also submit a copy of the invitation and planned agenda, program of the event.

1.5 Career-related and athletic Activities:

It is the policy of the American University in Cairo to centralize all career-related programs and placement activities in the Career Center. Students interested in organizing career-related activities should coordinate their efforts with and get the consent of the center. Any event that is related to university departments such as clinic, athletics department, etc needs to coordinate with them. Check the website for the use of the facilities related to that department.

1.6 Taxes:

Any musical or theatrical performance, even if sale of tickets is not taking place, requires special arrangements with the Tax department through the OSD.

Please check this document for details related to taxation policy.
<http://www.aucegypt.edu/studentlife/involve/Documents/TaxesAndTicketsGuidelines.pdf>

Failure to abide by these policies may result in fining the organization and the university.

1.7 Tips, transportation, overtime, damages:

It is not permitted to pay 'tips' to University employees who help with activities as part of their job. Any damages of university property by the organizations members or third party or guests will be paid from the organization's budget. Overtime of university staff (security, safety, facilities, ctms, etc will be paid from the organization's budget and has to be planned ahead and approved by the students and the department prior to the event.

1.8 Outsider participation:

All outside participants need a security permit on campus. If press members are invited, the OSD requires that you receive clearance from them as well. This should be indicated in the activity sheet. All invitations and tickets need to be stamped by the Security Department.

1.9 Cancellation of an activity:

Activities can be cancelled by the club or student organization for any valid reason; the OSD must then be informed in writing of the reason prior to the cancellation of the activity at least two working days or else penalties will be placed on the organization's budget. Please refer to the conference and visitors center policies link for list of conditions and events for space usage. <http://www.aucegypt.edu/CVC/Pages/Policies.aspx>

Section 2: Event Planning Checklist:

1. Read and follow the Advertising and Promotions Policy.
2. Submit an Activity Form to OSD. No publicity, seeking of sponsors, printing invitations, brochures, etc must take place before OSD's approval.
3. Reserve space for booths and display tables.
4. Allow sufficient time (normally 10 working days) for the OSD to obtain approvals for the event specifics from other University departments: Development, Communications and Marketing, F&O, Safety, and Security, Legal Office, etc. Except for the concerts and trips, it requires longer time. Check section 4.1.2
5. Following required approvals, a contract spelling out the obligations and responsibilities of both parties must be signed by the organizers and the sponsors. Contracts for student activities must be cosigned by OSD.
6. Inform the Security Office to secure passes for any visiting guest for your event one working day in advance at least. In this, please follow Security and Safety guidelines.
7. Student organizations need the approval of OSD for event programs, tickets, or invitations. Faculty advisors have to review student magazines, newspapers, or conference proceedings to ensure that they meet the University standards of academic integrity.
8. If you need media presence in your event allow at least five days for the OSD to coordinate your needs with other concerned offices.

Section 3: Advertising and Promotions Policy:

STATEMENT OF PURPOSE

The purpose of this policy is to set guidelines that facilitate and encourage campus activities. At the same time, the policy maintains the integrity and educational image of the University, and protects the University from commercial exploitation.

CAMPUS USE:

The following regulations are specific to student-organized activities. The OSD provides University oversight of the regulations outlined in this policy.

All student organizations are required to comply with these regulations faithfully. OSD strictly monitors compliance with the policy. Specific training workshops on the details of sponsorship are periodically conducted by OSD for student leaders.

1. Media and Filming on Campus:

- a. Shooting film, videotapes and still photography on campus for commercial purposes or distribution is not permitted.

b. Student organization requesting to film documentaries or educational programs will be decided on a case-by-case basis. A formal written request from the student organization should be addressed to the Director of Student Development stating the purpose of the documentary and how it will be used.

c. Student organizations seeking to invite professional photographers must first seek permission from the OSD. The following conditions apply:

- The photographing or audio/video-taping of events on campus is restricted to personal use, AUC course requirement, or AUC publications/programs.
- A person being photographed/ recorded must give his or her consent in writing.
- Release of material to external media without University approval is prohibited and penalty is determined through disciplinary proceeding.

d. Media, including TV and radio, interested in covering University events or conducting interviews for special stories on university events must send an official letter of request to OSD. The letter must state the purpose, date and duration and place of the event.

e. Student clubs or organizations planning to place an advertisement in newspapers or magazines promoting an AUC activity or event must first obtain approval of text and design, and print media choice. For safety reasons, OSD may limit approval of media advertisements to student conferences and lectures. Outside advertisement for social or ticketed events, concerts, or parties may not be permitted. Campus media is the key advertising vehicle to promote such events.

g. Sponsors are not permitted to use the University name in commercial advertisements.

2. Surveys:

a. Surveys for commercial purposes are not allowed on campus.

b. Written requests from a student organization or an external source to conduct opinion or academic surveys may be allowed provided proper authorization is obtained from both OSD and Institutional Research (IR).

3. Vendors:

a. Commercial banners are not allowed on campus, except during approved entertainment events in the Conference and Visitors Center (CVC) designated areas.

b. Commercial sales are not permitted to come on campus during academic days/hours, except during entertainment events in the Park area.

c. Companies sponsoring student activities may advertise within an approved AUC booth. Size of the advertisement is limited to the permitted booth and should clearly indicate the student activity which received sponsorship.

4 . Food Sale:

a. Student-organized food sales are restricted to the Student Union (SU) mini markets and permitted only as long as it does not sell products that compete with the AUC food service provider with the approval of the university Food Committee. Please note that grilling is not permitted.

b. The SU must submit a detailed list of all its proposed sales or free samples to the Food Committee for approval. OSD coordinates with the food service provider to review and approve SU proposed items.

c. Any food sale or distribution has to be in accordance with a legal contract and approved by AUC's Food Committee.

d. All student organizations must comply with the rules and regulations of the food services committee.

e. For events taking place in the Bassily Hall or Al Alfi Halls, food vendors may operate in two booths in the shaded area of the Campus Center (in front of the hall), refer to point 2.5.4.11. Events taking place in any hall, food vendors may be permitted to use tables placed adjacent to the halls to serve food for the participants.

5. Student and Sponsor Booths:

5.1 Location of Booths:

1. The booths are located in the Plaza area. This is besides an Information Booth that is run by the Student Union to serve all students and three booths for departments.
2. Booths on Bartlett Plaza are assigned as student booths for recruitment, campaigns, and ticket sales purposes only. Sponsor booths are assigned to the back area of the Dining Hall area (and in certain locations in Plaza area) or under the pergola according to the availability of space.

5.2 Reservation and Cancellation Procedures for Student Booths:

1. Only recognized student organizations and university departments may reserve space through the OSD. Prior to booth set up, student organizations must have completed and submitted the Activity Form to OSD.
2. For approved student activities, all student groups can reserve space for booths through OSD upon the availability of designated space.
3. Reservation of booth space is done at the beginning of each semester. This requires that student organizations do early planning for their anticipated activities. A coordination meeting is held at the beginning of each semester for this purpose.
4. Past the coordination meeting, few booths may be still vacant. Any student organization requesting reservations for such spaces – if available-, must write an email the OSD staff member in charge of their activities and copying the designated staff member in charge of space reservations. This should be done at least 5 working days ahead of time. The design must be attached with the reservation request to facilitate the OSD approval process (and in case of pre fabricated booths as well). Requests must state the activity, the starting and ending dates. All requests will be reviewed and responded to every Tuesday after 2 pm (in 48 working hours) provided that request is submitted before that time. Student organizations may reserve a maximum of 2 booths per event if available.
5. Student booths are reserved in blocks of 5 working days per activity according to availability of space. Booths are assigned on a first-come, first-serve basis. Users may occupy only the specific booth that is assigned to them. Each organization will provide identification slips on each booth indicating the student organization's name, and the duration of the booth.
6. Shared use of a booth may be permitted upon mutual agreement between no more than two reserving groups, provided prior approval of such activities is obtained from the OSD by each group.

7. Cancellation of a reservation is required immediately by the organization in case the sponsor or organization is not able to show up. After two no-shows with failure to notify, the organization may receive an appropriate penalty.
8. A student organization MUST confirm its reservations with the OSD within 10 (5) working days prior to the activity. The OSD maintains a waiting list for student organizations that need a booth.
9. Releasing booths must be done through the OSD. A student organization cannot release on its own a booth reserved to another organization.

5.3 Rules and Regulations for Using Booth Space:

1. Student booths can be decorated in any appropriate way within the dimension (2.5 x 2.1 x 1.6).
2. Stickers with starting and ending dates of the activity must be clearly displayed on the booths.
3. Each booth is allowed only two roll-ups (2 x 1) one on each side right next to the booth.
4. For student or sponsor booths, banners or any type of promotional material must be contained within the area of the booth. Furniture or any type of promotional items such as mock-ups, dummies can only be permitted inside the booth if they can fit in.
5. Any type of booth (student or sponsor) must clearly indicate the name of the student organization and the activity in a sign that has to be 1 meter (height) and 3 meters (width).
6. Musical equipment and furniture can not be used in the booth area except during assembly hour.
7. No sound equipment is permitted in the Plaza area inside or outside the booths.
8. In the areas around the Dining Hall, students may be permitted to use small PC speakers that have to be inspected by an OSD staff prior to getting the permission to use them.
9. Student Organizations are not allowed to move the booth from the location that will be specified on reservation time.
10. Distribution of printed materials at the booth is permitted, provided that each item is clearly labeled with the name of the organization.
11. Student selling of merchandise or tickets or raising of funds for any reason, is subject to prior approval. Approval is required for each individual item, and is not related to the availability of a booth.
12. Selling food materials and home- cooked food is only permitted in the Student Union Market. Permission can be granted by the SU Service Committee Chairperson.

5.4 Sponsor Booths:

1. Students are only permitted to approach companies not mentioned in the restricted list. The details of potential sponsors provided on the activity form must first be approved by the OSD before any further action is taken.
2. Businesses whose sole activity lies in alcohol or tobacco are forbidden from sponsoring any events on campus. Some sponsors, whose products could reflect negatively on the University image if promoted on campus, may not be allowed in. No political or religious groups or

parties may sponsor events on campus. Advertisements or sponsorships from other educational institutions offering competitive programs to those of AUC are not allowed.

3. Event organizers must secure prior approval of potential sponsors from the OSD.
4. Sponsors have to use normal University booths and may be allowed to use pre-fabricated booths, but must comply with the dimensions and shape of the booths. There are 6 booths (including pre-fabricated booths) designated for sponsors in any given day that can be reserved on first come first serve basis.
5. Pre fabricated sponsor booths may be allowed on a certain conditions as the following:

3x3 m	4000 EGP per day
3x6 m	8000 EGP per day
4x4 m	2500 EGP per day (Food court area)

Fabricated booths dimensions at MAX:

Plaza area 3x6 m

Food court area 4x4 m

MAX duration to be in Plaza is 4 working days excluding Tuesday per organization, unless there are no slots taken or requested. Reservation of the space will be done on first come first served basis.

The OSD must approve the design and the dimensions of the pre-fabricated booths.

6. A sponsor may not take more than 10 consecutive days, with a total of 30 days in one academic year.
7. Name of sponsors and their proposed promotional setup/ equipment must be submitted to the OSD, the Security and Safety Office 48 hours prior to the scheduled activity to obtain necessary security permits. Sponsors may be allowed to get laptops of small LCD screens for silent demos.
8. Sponsors should support student activities with an amount based on how many days they spend at the University, and they will be charged the following rates:

AUC booth	1500 EGP
Food court area	1500 EGP
Fabricated booth	2500 EGP
Plaza Area	2500 EGP
Fabricated booth per day	4000-5000 EGP

The amount has to be explicitly stated in the contractual agreement made between the student organizers and the sponsors, which has to have OSD approval.

9. Food sponsors during entertainment events maybe charged different fee, which fluctuate from one event to another in accordance with the scale of the event, and the type of food being

provided (in all cases the amount must not be less than L.E. 1000). The student organizers have the right to set a suitable price per booth per day, but they have to charge the same amount to all event food sponsors to guarantee fairness to all parties. All arrangements have to be documented in a binding contract and approved by the OSD. Profit sharing agreements based on amount of sale are not permitted because they often lead to accounting inconsistencies.

10. Sponsors are not allowed to have any commercial sales on campus except in non-academic hours during night events, welcome parties, carnivals, charity events etc. Publishers selling books during such events have to be cleared by the AUC Book Store prior to the event.
11. Sponsors are allowed to have only one booth per day. Double booths are not allowed.
12. Ready-made sponsor booths are ONLY permitted in the designated recessed area in Bartlett Plaza and on AUC Avenue and maybe permitted within the academic schools provided that the approval of the Dean of the School is obtained. Entertainment events taking place in the Park area may accommodate pre-fabricated booths provided that prior OSD approval is given. Events taking place in the Bassily Hall or the Alalfy that need catering services may be allowed to use two pre-fabricated or University booths to serve the food for the participants. The location of these two booths is restricted in the shaded area of the conference center and in front of the halls.

5.5 Removal of Booths and Keeping up University Properties:

1. Damage of booths, displays, etc. must be removed once the activity is over. Removal of promotional items is the responsibility of the organizers; otherwise (F&O) will remove the items at the cost of the organizers.
2. Sponsors will be held responsible for the condition of the space after the event completion and may be held financially liable for any damages.
3. The University is not responsible for posters, banners, or printed materials left in the booth area after the reservation. Damage to the booth will be charged to the party holding the reservation.
4. Failure to comply and abide by all outlined policies and regulations will result in an appropriate penalty including but not limited to loss of booth reservation privileges in direct proportion to the number of rules violated.

6. Sales, Fairs, Carnivals, Exhibitions, Bazaars, and Open Air Concerts:

Advertising & Promotions guidelines apply to all fairs, carnivals, exhibitions, and bazaars. In addition, the following regulations must be observed:

1. No commercial sales are allowed on campus except during special occasions like Mother's Day, Bassaisa Day or Valentine's Day.
2. NGO and charitable sales are strictly limited to specific occasions and must be conducted with prior approval from OSD depending on booth availability. An NGO is permitted on campus only once per semester.
3. A maximum of 3 ticketed open air concerts per semester are allowed and for indoor large-scale events a minimum of 3 weeks between each event, and one in the summer because of the great logistical load that such concerts impose on University facilities. All such events take place in the Park and amphitheater area, which is equipped to host these events. Proper fencing has to be provided by the student organization in charge of the event. If there are more requests than the set

above limit, the Student Government may be asked to be involved to insure proper coordination, and to choose the eligible proposal within this limit. A request must be submitted to the OSD 2 weeks prior to the semester with the concert plan and the budget. Providing that 70% of the budget should be in the account as per the Student Senate and the remaining 30% from the contingency or any other external resource The budget should include but not limited to the stage, entertainer, sound and light, overtime, tips, clinic, fliers, security, etc.

7. Music & Sources of Noise:

- a. Event organizers must obtain permission from OSD to use music or sound systems.
- b. During academic days, use of loudspeakers maybe prohibited in areas close to administrative offices and academic buildings, even during assembly hours.
- c. Concerts are allowed in closed halls/theaters during assembly hours provided that the noise level is reasonable.
- d. Music and concerts may be allowed during assembly hours outdoors in certain designated areas provided that the sound system is operated under the supervision of OSD staff.

Music is not allowed in the library garden except after the closing hours of the library.

- e. An approval is required from the Office of Residential Life is required for the use of loud music if the event is held close the residences (Moataz Alalfi Terrace).

8. Approval of Materials:

When materials from outside the University are to be used within the context of an activity, the following guidelines apply:

- a. Book exhibits or fairs: a list of the names of the books and their authors must be submitted with the activity sheet, at least ten working days prior to the event.
- b. Lists for films, videos, posters, banners, cassettes, play scripts, etc. should be submitted ten working days prior to the activity for approval of the both faculty advisor and OSD.
- c. Items taken from publications for presentations: The publication in full is to be submitted with the required Activity Sheet including identification of those parts to be used (this includes songs, poems, and drawings).
- d. All decorations, structures of any type must be cleared as part of planning the activity with the Public Safety Department. Construction and installation of any structure is done under the supervision of the Safety Office, which has sole discretion to modify or reject any arrangement that is considered unsafe. OSD will not grant an approval for the event unless the Safety regulations are adhered to.
- e. All sponsors' materials, articles used within any type of display or booth, which are brought from outside the University must be listed in detail for Security approval. Failure to report such items in a timely fashion will result in obstructing its entrance to the University premises.

Section 4: External Support:

Donations from corporations, foundations, and individuals are gifts to the University and are handled exclusively by the Development Office. A sponsor may support an activity or event by making a

financial contribution to offset the cost or by offering goods or services. The selection of sponsors must be cleared with the Development Office so as not to jeopardize major gifts or special relationships with the University. The Development Office issues every semester a list of restricted sponsors, which students are not permitted to approach:

- a. Student organized activities must first be approved by OSD. Details of potential sponsorship must be provided on the Activity Form and submitted to OSD before any action is taken.
- b. Through the OSD, event organizers must secure approval of potential sponsors from the Development Office.
- c. Names of sponsors and their proposed promotional materials and equipment must be submitted to OSD five working days prior the event in order to obtain appropriate approvals and passes.
- d. Discretion should be exercised by event planners when selecting sponsors. For example, corporations whose sole business activity lies in alcohol or tobacco are forbidden from sponsoring events on campus.
- e. No political or religious groups or parties may sponsor event on campus.
- f. The sponsor and event organizers must sign a University approved contract specifying the obligations of both parties which comply with University regulations. OSD must cosign all contracts. Authorized contracts are available at OSD.
- g. Sponsors are not allowed to have any commercial sales on campus.
- h. No permanent advertising of products or services is allowed on campus or AUC's website.
- i. AUC faculty, staff, and students may not endorse any commercial product in the name of AUC.
- j. Sponsors are not permitted to use the name of the University in commercial advertisements.

Section 5: Fundraising Procedures:

Fundraising Procedures

Before you approach any potential sponsors, the following steps shall help guide you. At any time throughout this process, feel free to discuss your ideas with the OSD and your club advisor. Remember that the OSD is here to help you plan your activities.

1. Define your needs and ideas. Contemplate what you are trying to accomplish? How will this particular company help your organization in achieving its goals?
2. Prepare an outline for the event, including your financial proposal. Keep the *Advertising & Promotions Policies* in mind when drafting your outline and proposal.
3. All organizations must register their fundraising head & members in the OSD. Failing to do so will result in the organization's loss of right to fundraise.
4. The Development office will also issue a list at the beginning of each semester of the companies that shall NOT be approached. You shall make sure to exclude those from your sponsors' lists. (This list will be updated bi-monthly by the Development office & any changes will be e-mailed to the organization fundraising head.)
5. All organizations must not approach sponsors from the restricted list issued by the Development Office every semester. To address student needs, student groups may submit their wish list of potential sponsors to the OSD even from those included in the restricted list. The Development

Office will, then, look at each case and may grant approval for worthy cases. No sponsor is to be approached prior to obtaining the Development Office's approval. Failing to do so might result in disciplinary action against the student organization. All wish lists shall be submitted together to the Development Office for approval no later than three weeks from the beginning of each semester.

6. Organizations & committees must submit the benefit package to the OSD for approval. All cover letters to be submitted to the sponsor for the benefit package must be co-signed by the OSD. You can then approach your potential sponsors to negotiate agreement.
7. When you finalize a deal with the sponsor, you should request issuing a contract from the OSD. You must fill in a **Contract Request Form**. You must have all the information about the company such as name, nature of the company business; company representative and his/her contact number. The process of issuing the contract takes 3 working days. You should first sign 3 copies of the contract with the selected sponsor, and then get the OSD to co-sign and stamp it prior to giving each party its own copy
8. Students must fill in the **Financial Responsibility Form** in order to be committed to return the OSD copy of the contract. Failing to do so might result in disciplinary action against students and their organization will be fined.
9. The student asking for the making of contract is held responsible for collection of funds from the sponsor and must fill out the **Funds Collection Form**. The funds should be paid in checks in the name of the American University in Cairo. If a small contribution is made in cash payments, the OSD should be notified and the student organizer is responsible for depositing the amount matching what is stated in the contract in the CIB account. The student is also responsible for returning the CIB Bank receipt to the OSD to be kept with the sponsorship contract.
10. When your sponsor plans to visit the campus, you must submit a request for security permits for the representative(s) of the company.
11. When you are sure of the exact items that will be brought to the booth, as agreed in the contract, you should fill out a detailed description of those items in the security form. This has to be submitted at least two working days prior to bringing any items to campus. Throughout such interactions, make sure that one person from your team is assigned to properly coordinate such tasks.

Note that the OSD has the right to approve or reject events to make sure that it does not affect AUC's image and reputation.

Donations:

Student organizations are not allowed to collect donations except through receipts received by OSD. Student organizations are strictly prohibited to collect donations off-campus. Outside entities are not allowed to collect donations on AUC premises as per the instructions of AUC's legal office and the concerned authorities (Ministry of Social Solidarity). For further information regarding the policy please contact the legal affairs and the controllers' office.

Section 6: Promotions and Publications:

1. Promotional Items: Banners, Tripod Stands, and Sandwiches:

1. All reservations for such promotional items are governed by the rules and regulations of the Conference and Visitor Center (CVC), and subject to its final approval. Locations for banners, tripod stands and sandwich boards are restricted within designated areas in the campus. To see a

map for the locations, visit http://www.aucegypt.edu/CVC/Documents/Conference_Center-map-9.pdf for exact locations on campus.

2. Any student organization requesting reservations for such items, must write an e-mail the OSD staff member in charge of their activities and copying the designated staff member in charge of space reservations. This should be done at least 10 working days ahead of time, as required by CVC regulations. The design must be attached with the reservation request to facilitate the OSD approval process.
3. Requests must state the preferred location and dates when the promotional material will be posted and removed, whereby, the maximum length of time for posting per event is 10 consecutive days.
4. The OSD internally communicates with the CVC to effect your reservations. No students are permitted to contact CVC or any of its staff members directly.
5. The OSD will respond to the student request within 5 working days from receiving the request.
6. The promotional items have to comply with the CVC size requirements as follows:
 - Banner – maximum size 2m x 2m; two banners per event
 - Tripod stands – maximum size 1m x 2m; three tripod stands per event.
 - Sandwich boards – maximum size 1m x 1.2m; four sandwich boards per event.
8. All promotional items must not carry commercial advertising and have to include a sticker indicating the start and end dates of display which must be stamped by OSD. The text must be in English; Arabic is optional.
9. The approved promotional materials will be picked up by the Office of Facilities and Operations two working days prior to the event.

2. Posters and Flyers:

Posters and flyers promoting campus activities and events may only be displayed on designated bulletin boards. The following guidelines are to be followed:

1. The AUC logo should be clearly displayed.
2. Size should not exceed 30 cm x 45 cm (A3 size).
3. There is a maximum of two posters or flyers per bulletin board.
4. Posters & flyers may be displayed 10 days prior and must be removed within 24 hours after an event.
5. Removal of posters and flyers is the responsibility of the organizers.
6. External cultural centers may bring posters and flyers advertising their activities.

3. Publications:

- a. Publications for events programs, invitations and tickets must be approved in advance by the OSD, which holds supervision rights to the printing process so as to ensure compliance with University standards. Regular magazines or newspapers, and conference publications are the responsibility of the students, and the content review is done by the faculty advisor only.
- b. AUC may prohibit the appearance of commercial advertisements in University publications. Student publications may only be allowed inserts of commercial publications as specified in the sponsorship contract.
- c. Corporate sponsors' logos and names may not appear on the front cover of any event related publication, but may be recognized on the inside or back cover.

4. Other Items:

d. Premiums, gifts, give-away items i.e. T-shirts, caps, which carry the AUC logo should not simultaneously carry any commercial logo so as to safeguard AUC's reputation and to prevent the appearance of AUC endorsing a certain product.

e. Ground stickers are allowed provided that they are removed on the same day of the event and its type should be easily removed and does not cause damage to the surface. It should be removed by the student organization and if there are any damages it will be billed to the student organization's account.

5. Motor Vehicles:

Car companies sponsoring an activity or event must abide by the guidelines of the Advertising & Promotions Policy. The standard sponsorship contract must be signed. The following applies to the display of motor vehicles on campus.

a. Motor vehicles are not allowed to be displayed on campus during academic days.

b. Motor vehicles may be displayed only in designated areas within the parking areas. The maximum number of cars to be displayed can not exceed 5 cars in a given day.

c. No prices may appear on the motor vehicle.

d. Requests to display motor vehicles must be submitted at least 15 working days ahead of time and require OSD.

e. Removal of vehicle(s) is the responsibility of the organizers and must be done by 10 pm on the last day of the event.

f. Failure to comply with removal guidelines will result in towing the displayed vehicle at the organization's expense. Penalties may be imposed on the sponsoring group.

g. Motor vehicles sponsors will be charged L.E. 10000 per car per day during normal days, and L.E. 15000 per car during the day of the event.

6. Types of Violations:

The following are considered clear violations to the University policy:

1. Not following AUC's size requirement stated above.
2. Attempting to install or remove any of the promotional items by students or unauthorized persons even if there is an approval for the reservation. This can also jeopardize your safety.
3. Placing any type of promotional item without permission. If such actions result in any type of damage to University property, the cost will be billed directly to the student account and may lead to a disciplinary action.
4. Removal must occur immediately after the event and before the following class day. If students request re-using the banner, they should clearly indicate this in their reservation request submitted to the OSD.

Section 7: Detailed Guidelines for Booth Reservations

Part I – General Notes

1. Failure to comply and abide by all outlined policies and regulations will result in the loss of booth reservation privileges in direct proportion to the number of rules violated. In case of extreme

- misuse, the University Events Committee may assign penalties other than those listed in these policies.
2. Only recognized student organizations, or university departments may reserve space.
 3. Students are only permitted to approach companies not mentioned in the restricted list. The details of potential sponsors provided on the activity form must first be approved by the OSD before any further action is taken.
 4. Businesses whose sole activity lies in alcohol or tobacco are forbidden from sponsoring any events on campus. Some sponsors, whose products could reflect negatively on the University image if promoted on campus, may not be allowed in. No political or religious groups or parties may sponsor events on campus.
 5. Event organizers must secure prior approval of potential sponsors from the OSD.
 6. Names of sponsors and their proposed promotional setup/ equipment must be submitted to the OSD (for student activities), the Security & Safety Office two working days prior to the scheduled activity to obtain necessary security permits.
 7. Sponsors are not allowed to have any commercial sales on campus except during night events, welcome parties, carnivals, charity events etc.
 8. No built-in booths are allowed except in the designated recessed areas in the plaza which has to be reserved in advance.
 9. The maximum number of sponsors on a given day can exceed 5 booths.
 10. Sponsors are allowed to have only one booth per day (Double booths are not allowed). The sponsors are only allowed in Pergola area next to Alfi Hall and recessed areas in the plaza and behind the food court.
 11. Sponsors will be held responsible for the condition of the space after the event completion and may be held financially liable for any damages.
 12. The upper sign of the booth can not exceed 3.2 meters in width and 1 meter in height. Decoration is limited to the interior of the booth and signs should not exceed 1m in height and width. No additional furniture is to be used at the booth other than the two chairs provided. Mock ups or dummies can only be permitted inside the booth if they can fit in.
 13. No musical equipment and furniture are allowed to be used in the booth area except during assembly hour.
 14. Re-designing of the booth is not allowed, the booth must be kept with the same shape.
 15. All student Organizations are not allowed to move the booth from the location that will be specified on reservation time.
 16. The University is not responsible for posters, banners, or printed materials left in the booth area after the reservation.
 17. Damage to the booth will be charged to the party holding the reservation.
 18. Distribution of printed materials at the booth is permitted, provided that each item is clearly labeled with the name of the organization.
 19. Student selling of merchandise and tickets or raising of funds for any reason, is subject to prior approval. Approval is required for each individual item, and is not related to the availability of a booth.
 20. Selling food materials and home- cooked food is only permitted in the Student Union Market. Permission can be granted by the SU Service Committee Chairperson and approval of the Food Services Committee.
 21. The price of each booth in the Plaza is **L.E. 1500 per day.**
 22. **The price of each sponsor banner is L.E 500 per day. Dimensions are 2x 2m**

23. Failing to comply and abide by the above mentioned rules will result in a fine of L.E. 500 that will be charged to the organization's account.

Part II – Reservations and Cancellations

1. Booths are assigned on a first-come, first-serve basis. Users may occupy only the specific booth that is assigned to them. Each organization will provide identification slips on each booth giving the student organization's name, the time, and the date.
2. To reserve booths, eligible parties must send their requests to the OSD during regular office working hours (9:00am- 3:30pm). E-mails must clarify the purpose of the booth usage.
3. Shared use of a booth may be permitted upon mutual agreement between no more than two reserving groups, provided prior approval of such activities is obtained from the OSD by each group.
4. Cancellation of a reservation is required immediately by the organization in case the sponsor or organization is not able to show up. After two no-shows with failure to notify, the organization will be fined **500 LE per day**.
5. A student organization **MUST** confirm its reservations with the OSD within the announced deadline. The OSD maintains a waiting list for student organizations that need a booth.
6. Releasing booths must be done through the OSD.
7. A student organization cannot release on its own a booth reserved to another organization.

Part III. Banners Guidelines and Regulations

In order to reserve a banner space, student organizations must follow the following procedures:

1. A student organization must send a request for banner space to the OSD staff member in charge of booths and banners' reservations 10 working days.
2. Banner design must be attached with the reservation request.
3. Banner size must not exceed 2X2 m.
4. The deadline for reserving the banner space is Sunday before noon (12:00 pm), in order to reserve a banner for the following week.

Section 8: AUC Sports Center Facility Reservations:

Reservations for use of the Sports Center, including all indoor and outdoor spaces, must be made through the Director of Athletics or his/her designee. A reservation form may be obtained from the Office of Athletics website. The form is required to be completely filled out before the request will be reviewed. Please submit all requests at least two weeks in advance. Once the application has been submitted, the applicant will be contacted by the Office of Athletics and informed on the status of the request.

Use of the athletic facilities, other than AUC events in the main ARTOC gymnasium, should be restricted to sports related activities intended for, and open to, the entire student body. AUC events will be given priority, when possible, over outside events. Team practices and competitions have priority in the scheduling process. Private or restricted use events that exclude and/or inhibit the recreational use of the facilities by the AUC community over extended periods of time will not be approved.

All non-AUC Office of Athletics events may be charged a rental fee. Fees vary upon the intended use, area requested and length of time the area is required. Supervision fees will also be included, depending upon the use and scope of the reservation. These supervision fees are used to provide Office of Athletics staff to assist during the rental period, and may not be waived.

Fees, for both reservations and supervision, must be paid no later than 48 hours prior to the use of the facility. Damages or additional fees must be settled within 48 hours of the completion of the reservation or event.

Participants must abide by regular AUC Office of Athletics regulations related to the specific facility to be used (i.e. proper footwear, age regulations, etc.) as well as all AUC campus regulations on gatherings and activities.

All signs, commercial banners or any other form of publicity to be displayed, broadcast, distributed or used in any manner at the sports facility are subject to review by the Director of Athletics or his/her designee. Prior approval of such items is required and should be requested well in advance of the event.

AUC sports facilities should not be used for fundraising or commercial purposes without expressed written permission. Lesson fees, professional charges for any type of instruction, or any other commercial use must be declared prior to the use of any athletic facility or area.

Any food, tents, fees charged to participants, team entry fees, other special requirements and all equipment to be used must be shown on the reservation form. Any outside vendors must be pre-approved by AUC, and may require a significant review and approval time frame. It's the applicant's responsibility to obtain approval from the appropriate AUC office(s) and include this in the application to Office of Athletics.

Clearance for admission of individuals to the campus, parking arrangements, security clearance and other AUC-provided services must be handled directly with the appropriate university offices before applying to Office of Athletics. The Office of Athletics handles only the facility reservation for space assigned to the department.

Section 9: University Events Committee:

The committee meets to discuss issues that are not covered in the manual and to further improve the events and facilitate their implementation.

The committee is co-chaired by the OSD and President's Office. There are representatives from the security, facilities and operations, safety, ctms, and representatives from the student government and various student constituencies on campus on the committee.