

EMU STUDENT CENTER

Marketing Communication Procedures



The EMU Student Center recognizes the need for University departments, campus organizations and student organizations to disseminate and share campus information. The following procedures are provided to assist groups who wish to advertise and market programs in the EMU Student Center.

Please review these procedures carefully and share with fellow employees in your department. All advertising material is subject to approval by the Student Center Administration. Should you have any questions or concerns, please contact Gabrielle Miller at gmille28@emich.edu or in [Room 370](#), Student Center Administration. Thank you for your support and cooperation.

Revised: 07/18

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LOBBY TABLES

- The Lobby Tables must be reserved through BOOKEMU: Conference & Event Services Office
- One Lobby Table may be reserved per group, per day
- Reservations may be no longer than one week at a time
- The name of the organization or sponsoring group must be displayed prominently
- Tables may not be used to solicit credit card applications
- All fundraising events and items sold must have prior approval by BOOKEMU: Conference & Event Services office
- The flow of traffic may not be blocked or disrupted
- Excessive noise and playing of instruments that is disturbing to the Student center customers or vendors is not allowed
- Only two representatives of a group are allowed at a table at a time
- All representatives must stay behind the table at all times

For more information and a complete list of guidelines, please contact BOOKEMU: Conference & Event Services Office in [Room 312](#) or call [734.487.4108](tel:734.487.4108).