

Ryerson University
Ted Rogers School of Management
Poster Protocol

Pre-Amble:

Event promotion is fundamental to the success of any meeting, event, and seminar. Posters are an integral part of your events promotion and when used in conjunction with other promotional methods, can help make your next event a success.

In order to ensure fair and equitable poster space, in addition to ensuring visibility and readability of posters, the following protocol has been established for the Ted Rogers School of Management building (TRS).(front entrance is 55 Dundas Street West).

This protocol has been established in conjunction with the Ryerson Commerce Society, Faculty of Business Course Unions, Ryerson Student Union, Student Services and Administration.

Poster Protocol - General:

- a) All posters must be pre-approved and stamped prior to posting.
- b) All posters must be posted on designated "Community Announcement Boards". These boards are clearly marked and are located on the north and east corridors of Floor 7, 8 and 9 of the TRS.
- c) There are 36 "Community Announcement Boards" available.
- d) For maintenance and cleanliness purposes, all posters are removed on the 15th and 30th of each month. Please time posting accordingly.

Pre-Approval Process:

- a) Bring copies of your poster to one of three designated approval offices:
 - a. Ryerson Commerce Society, TRS 2-145
(For TRSM student events, course unions, clubs, elections)
 - b. Ryerson Students' Union, SCC 311
(For all RSU student groups, course unions, elections)
 - c. Student Programs Office, KHW 389
(For all other campus community groups and students)
- b) One copy will be kept on file at the approval office; the others will be stamped.

Risk Assessment Approval:

Off-campus or sports events cannot be posted until a Risk Assessment Management Form is completed and approved. A copy of the approval must be submitted with the poster prior to receiving stamp approval. Risk Assessment forms may be picked up at Student Services for approval.

Posters Qualifying for Approval:

- a) Posters must advertise a campus event (e.g. meeting, competition, etc.)
- b) Posters must clearly indicate sponsoring group, club or organization
- c) Posters in another language must contain it's complete English translation
- d) Events run by an external organization but supported by or sponsored by a university group must include the sponsoring group's name

Posters will not qualify for approval if:

- a) Posters contain words or images that may be deemed racist, sexist, homophobic, or intolerant.
- b) External postings of any kind will not be approved and are prohibited (e.g. nightclubs, commercial sales and services)

Where to Post:

- a) Posters in TRS are ONLY permitted on boards marked "Community Announcements". These boards are located on the north and east corridors of Floor 7, 8 and 9.
- b) Only 1 (one) poster per board is allowed.

- c) Posters must be placed on the board and not exceed (hang over the edge) of the board.
- d) Posters cannot cover another poster.

Prohibited Spaces:

- a) All other wall, air and floor spaces other than the designated "Community Announcement Boards" are not to be utilized including but not limited to: doors, walls, wood or glass surfaces, pillars, elevators, escalators, washrooms, exterior walls, stairs, stairwells, floors.
- b) Bulletin boards designated for faculty, special interest groups etc. are not to be utilized excepting by the group that "owns" the board.

Removal:

Posters are automatically removed on the 15th and 30th of each month. Please ensure you time your postings accordingly.

Posters will also be removed if,

- a) They do not have an RCS, RSU or Student Services Stamp
- b) They are hung outside a designated poster area.
- c) They are discriminatory or found not to be in the best interest of the Ryerson University Community
- d) They are commercial or external advertising
- e) They violate the Campus Alcohol Policy or the Liquor License Act of Ontario
- f) There is more than one poster per board
- g) Posters exceed the dimension of the board (e.g. hang over the edge)
- h) Poster covers another poster

Violations:

- a) Groups violating the poster protocol will be contacted by the RCS and advised of the infraction so that errors can be corrected.
- b) Groups violating the poster protocol after a warning has been issued shall receive a second warning in writing, which may include poster/promotion restrictions.
- c) Upon a third violation, groups shall face promotion restrictions for up to a full academic year.

Other forms of print promotion:

Postcards, flyers, business cards, handbills etc. can only be distributed to students/staff at the TRS if prior permission has been received by the RCS. It is strictly prohibited to place pamphlets, flyers etc. on window sills, bathrooms, tables, chairs etc. Groups found to be in violation of this protocol shall face future promotion restrictions.

Oversize posters: A limited number of easels are available from the RCS to be utilized to place over-size posters, directional signage etc., in the TRS. Please see the RCS office for details and sign-out privileges. Lost or non-returned easels will be the financial responsibility of the group.

Floor Advertisements/Banners: this form of advertising is only permitted in the TRS if prior approval is gained in advance from the Facilities Office at the TRS (Room 1-009). Floor posters not pre-approved will be removed and clean-up charges will be assessed to the group. In addition to cleaning charges, future poster/promotion restrictions may apply.