

## STUDENTS' UNION AT BOURNEMOUTH UNIVERSITY Marketing Activity

**\*Please note: This is NOT confirmation of your booking which can only be made when full payment of your booking is received by SUBU, at which time a confirmation document will be sent to you via email or post. In. Please send a cheque or provide a purchase order number to invoice against together with your booking form. A condition of your booking agreement is that you are not permitted to promote any other business than your own. Full Terms and Conditions are required to be signed and returned with the payment, thank you. .**

	Local Rate		National Rate			
Promotion Stand on Campus	£300 + VAT	<input type="checkbox"/>	£300 + VAT	<input type="checkbox"/>	When	
Nerve Magazine Full Page	£250 + VAT	<input type="checkbox"/>	£450 + VAT	<input type="checkbox"/>	When	
Halls of Residence Leaflet Drop	£150 + VAT	<input type="checkbox"/>	£150 + VAT	<input type="checkbox"/>	When	
Email Campaign	£300 + VAT	<input type="checkbox"/>	£300 + VAT	<input type="checkbox"/>	When	
Social Media Post	£50 + VAT	<input type="checkbox"/>	£50 + VAT	<input type="checkbox"/>	When	
Digital screens (Monthly)	£200 + VAT	<input type="checkbox"/>	£200 + VAT	<input type="checkbox"/>	When	
A0 Poster (Monthly)	£120 + VAT	<input type="checkbox"/>	£200 + VAT	<input type="checkbox"/>	When	
A2 Poster (Monthly)	£60 + VAT	<input type="checkbox"/>	£100 + VAT	<input type="checkbox"/>	When	
Tables Stickers Dylans Bar per table	£30 + VAT	<input type="checkbox"/>	No. of tables	<input type="checkbox"/>		

Please tick an option and supply the following information. Cheques payable to 'SUBU'

Contact Name:

Total Campaign Cost :

£  Preferred pay method: Visa/Debit Card, Cheque or BACs

Company Name:

Address:

Phone Number:

Email:

Purchase Order Number (if applicable):

Billing Address (if different)

Signature:

Date:

By completing and signing this form you agree to the terms & conditions below & to pay for your requested marketing. Please send the completed form to address below F.A.O. Andy Elsey, alternatively you can email: [aelsey@bournemouth.ac.uk](mailto:aelsey@bournemouth.ac.uk)

## General Marketing Activity Terms & Conditions

These terms & conditions apply to all marketing activity booked with the SUBU sales team or by any other agent acting on behalf of the SUBU.

1. In these conditions:-
  - 1.1 "SUBU" means "Students' Union at Bournemouth University".
  - 1.2 "the Advertiser" means the person placing with SUBU the order for the insertion of an advertisement.
  - 1.3 the "Rate Card" means the rate card in effect at that time and may include its scale of advertisement rates, technical specifications, copy deadlines, setting styles and standard conditions.
2. SUBU agrees to deliver to the best of its ability all activities described in the marketing pack/agreement.
3. No advertising activity will take place unless accompanied by a properly completed booking form and signed terms & conditions.
4. The agreement price shall be calculated in accordance with the rate card. SUBU shall have the right to change its scale of rates at any time.
5. SUBU requires full payment in advance as per the agreement before any marketing activity can commence.
6. All prices discussed in the marketing agreement are subject to VAT at 20% and shall not be discussed with any third party.
7. If the client wishes to cancel a marketing agreement then this must be made in writing (to [susales@bournemouth.ac.uk](mailto:susales@bournemouth.ac.uk)) no less than 21 days prior to the first date of the first action of the campaign. If a cancellation is made less than 21 days before campaign then SUBU will charge a cancellation fee at a proportion of the cost of the marketing agreement total fee as follows:
  - Cancelation with more than 21 days' notice - 90% of full booking fee is refundable
  - Cancelation with less than 20-15 days' notice – 50% of full booking fees is refundable
  - Cancelation with less than 14 days' notice – 25% of booking fee refundable
8. If an agreed sum remains unpaid then SUBU reserves the right to cancel all further marketing activity and pursue for 100% payment. Debtors will be subject to full legal proceedings for the recovery of any debt.
9. SUBU has the right at its discretion to:-
  - 9.1 decline to publish or to omit, suspend or change the position of any advertisement otherwise accepted for insertion;
  - 9.2 refuse or require the amendment of any artwork materials and copy for or relating to an advertisement.
10. If an agreed media activity becomes unavailable, due to conditions beyond the control of SUBU, then SUBU will endeavour to provide alternative media options to the same value, subject to the approval of the advertiser.
11. SUBU reserves the right to re-sell booked media space in the event of: **(i)** no payment being made by client to SUBU or **(ii)** the necessary artwork or promotional materials remaining undelivered to SUBU at the deadline for the campaign.
12. SUBU requires all necessary artwork files and promotional material delivered according to agreed deadline dates. SUBU will not be held accountable for agreed activity not being implemented should artwork or materials not be delivered on time.
13. It is the responsibility of the Advertiser to check the accuracy of the advertisement.

14. The Advertiser warrants that:-
  - 14.1 the reproduction and/or publication of the advertisement by SUBU as originally submitted will not breach any contract or infringe or violate any copyright trademark or any other personal or proprietary right of any person or render SUBU liable to any proceedings whatsoever;
  - 14.2 any information supplied in connection with the advertisement is accurate and complete;
  - 14.3 in respect of any advertisement submitted for publication which contains the name or pictorial representation, any part or any copy by which any living person is or can be identified, the Advertiser has obtained the authority of such living person to make use of such a name, representation and/or copy;
  - 14.4 the advertisement complies with the requirements of all relevant legislation for the time being in force or applicable with the UK;
  - 14.5 all advertising copy submitted is legal, decent, honest and truthful and complies with the British Code of Advertising Practice and all other relevant codes under the supervision of the Advertising Standards Authority.
15. Please refrain from storing any promotional materials at SUBU offices or Talbot Campus. SUBU cannot accept responsibility for any materials that are left unattended. Materials left onsite after agreed activity dates have expired will be immediately disposed of unless otherwise arranged with the Sales Executive
16. Third party promotion (promoting any other product or service other than that agreed) is strictly prohibited. Undertaking this activity will result in the marketing activity being cancelled.
17. The Advertiser will fully and completely indemnify and keep indemnified SUBU against all claims, demands, proceedings, losses, damages, costs, expenses and liability arising out of any breach or non-performance of any representations, warranties or other terms contains in these conditions or implied by law.

### **Terms and conditions of booking an event in the Talbot Courtyard**

1. Client to complete and return SUBU booking form, attaching a method statement and risk assessment covering set up and activity on the day, copy of Public Liability insurance to value of 5,000,000 and detailed dimensions of area required for the marketing activity.
2. The promotional space booking is valid for the day and time indicated on your booking form
3. The client to provide contact details for the team arriving and setting up on the day.
4. The client can arrive from 8am for a 9am to 5pm booking and clear campus by 5.30pm unless otherwise agreed.
5. An arrival time and contact of driver to be confirmed with SUBU representative before arrival. The client to also be given the SUBU representative number to call on arrival to check in.
6. The driver must be aware under no circumstances to drive into pedestrian areas or event location until the vehicle has been checked by SUBU or BU representative. Advise to leave vehicle running in position for five minutes then move away to check for any leakage marks or stains.
7. SUBU or BU representative to escort the vehicle into the agreed location using a banks person to walk in front of vehicle in pedestrian areas.
8. The vehicle should not damage, in any way, BU property (either by entry/exit or on the hard standing)
9. Drip trays must be put under vehicles
10. Should the vehicle cause a spillage of any type e.g. oil, petrol or other material Poole House Reception for Talbot campus or the relevant reception at the Lansdowne campus must be notified immediately
11. Any stains or marks left by the promotion vehicle will be subject to a cleaning charge which will be charged to the client and is non-negotiable.
12. The vehicle is prohibited to enter or leave site until supervised by a representative of the requesting department organising the event
13. The agreed route for entry to the Talbot Courtyard is via Kimmeridge House and no vehicles are permitted entry via the University Street at any other point of access. Other routes are designated pedestrian walkways and not necessarily built to support vehicle weight/point loading. Any deviation from this may result in costs being incurred for replacement paving and will be charged to the client and is non-negotiable
14. Vehicles being brought into the Talbot Courtyard area must be parked so that they do not impede access by emergency vehicles to University buildings
15. Food hygiene certificates must be in place and standards must be adhered to - any issues are entirely the responsibility of the client exhibiting.
16. Where music is played by visiting vehicles volume levels must be considered in light of the close proximity of teaching spaces. If the music results in a complaint from teaching staff the visitor may be required to reduce the volume or turn off the music altogether.
17. All catering/event activity waste is to be removed from site and disposed of environmentally by the caterer, not in BU bins. If additional bins are required for waste created by consumption of food, these are to be provided /arranged by the host department. It is a requirement that the caterer will have the necessary waste licences in place to support this activity.
18. Any excess materials left on site after the event is subject to disposal fee.
19. Deliveries before the actual day of the event will not be accepted, unless previously agreed

20. The Students' Union will allocate the client event space prior to your arrival, and unless agree is not be deviated from.
21. Bookings will not be guaranteed until the marketing activity has been paid in full.
22. From the date you book a promotional event space a standard 10 day cooling off period applies where a full refund of booking fee is eligible if you chose to cancel.
23. If the client wishes to cancel any marketing activity after the 10 day cooling off period cancellation notice must be made in writing to [susales@bournemouth.ac.uk](mailto:susales@bournemouth.ac.uk) the following fees still apply.
  - Cancellation with more than 21 days' notice - 90% of full booking fee is refundable
  - Cancellation with less than 20-15 days' notice - 50% of full booking fees is refundable
  - Cancellation with less than 14 days' notice - 25% of booking fee refundable
24. All areas of the promotion table must remain alcohol free and non-smoking at all times.
25. SUBU encourage that only one parking space to be used per exhibitor, and can be reserved with prior notification to the SUBU Sales Executive
26. The clients own electrical equipment that is brought into the University must be fully tested and marked in accordance with the electrical testing regulations. Any equipment that requires an exceptionally high or three-phase power supply will not normally be allowed. The University reserves the right to check any exhibitor's electrical equipment and to refuse its use if deemed unsuitable or unsafe.
27. The client, individuals and/or companies may only use their table to exhibit their own products or services and not those of any third party. The Students' Union reserves the right to remove from display any exhibitor's material as seen as unsuitable
28. Distribution of marketing or promotional material is restricted to the exhibitors designated area, unless authorised by a SUBU representative prior or during the event.
29. No exhibitor may take or receive any monies whether by cheque, cash or credit card unless previously arranged with SUBU.
30. In order to comply with the Data Protection Act, please use any personal information obtained solely for its stated purpose. It may not be passed on to any third party.
31. Please ensure your area is secure at all times. SUBU will not be held responsible for stolen/damaged property.
32. If, for any reason, SUBU cancels all or any part of the promotional table day, their liability shall be limited to the refund of any payments made by the client to SUBU.
33. SUBU reserves the right to ask the client to leave the premises if they are found in breach of these terms and conditions and may be prevented from attending future events at SUBU & Bournemouth University.

Date                                      Print Name                                      Signature of Client

Date                                      Print Name                                      Signature SUBU Representative