

# Student Services Manual (SSM)

## SSM 802–02: Sales and Promotion (on Campus)

Effective: 9/1/1984

Revised: 11/1/2023

### Purpose

To control and limit sales and promotion on the campus

### Source

Educational Outreach and Student Services

### Policy

Sales and promotion are allowed in specific areas on campus as described below.

1. Registered student organizations or university departments are allowed to promote and/or sell services or commodities if proper paperwork is submitted to [Student Unions and Centers](#) and the product or service proposed does not create a conflict with any existing university contract or relationship. Requests for an exemption to this policy may be made to the office of the Dean of Students.
2. Non-ASU organizations or groups are prohibited from selling services or commodities unless under agreement or contract with the university. Businesses and organizations wishing to become approved vendors must register by submitting proper fees and paperwork to Student Unions and Centers.
3. Individuals seeking personal gain are not allowed to sell services or commodities.

The Arizona Attorney General has determined that ASU and its departments and administrative units are not permitted to conduct raffles. Please review the Gambling & Raffles page on ASU Office of General Counsel's website for more information.

### Sales and Promotion by Registered Student Organizations or University Departments

Registered student organizations or university departments must submit an outdoor event and sales request form at least 2 full working days prior to the event in order to sell services or commodities or to promote on campus. Special events and any event that includes a non-university organization should be submitted at least 2 weeks in advance, as many requests will require extra approvals, insurance and/or fees.

Trademark approval is required for any ASU items.

All non-ASU affiliated vendors and organizations that wish to sell, promote, or showcase a tangible good or product in outdoor spaces reserved and managed by Student Unions and Centers must register and reserve space directly with the student union or center on that specific campus. Registration should occur in circumstances of vendor-led bookings, a vendor participating as part of an ASU sponsored event, or where multiple vendors may be participating as part of a larger ASU sponsored reservation. The non-ASU organization must provide documentation that all local, county, and state licenses have been obtained for temporary sales locations and sales tax purposes.

## **Traffic Flow**

To permit the free flow of pedestrian traffic, sales and promotions are limited to a specific area adjacent to the mall. To avoid obstructing the free flow of traffic, members staffing tables:

1. must remain behind the tables  
and
2. may not circulate in the pedestrian traffic lanes to solicit or engage individuals.

## **Sales of Food Items**

To ensure that a food request does not conflict with existing university food contracts and meets all health and safety regulations, registered student organizations must obtain approval for sales of food-related items or contracted service-related items. A signed Food Exception form must be approved by ASU's Environmental Health & Safety and by the Student Unions and Centers prior to the event.

The university does not permit the sale or distribution of homemade food products.

The Food Exception form is available at Student Unions and Centers.

## **Cross-References**

For information on registering as a vendor, see [SSM 802-01](#), "Scheduling Outdoor Campus Activities Areas."