



Title	Campus Event Activations and Vendor Tabling
Responsible Office	Student and Campus Event Centers
Contact Information	Associate Director, Campus Reservations and Event Services Phone: 404.894.2828 Email: EventServices@stucen.gatech.edu

Campus Event Activations

Activations are defined as interactive marketing events that aim to engage the campus community with an external organization or business. Examples of activations include, but are not limited to, pop-up shops, product demos, experiential installations, live performances, contests and giveaways, workshops, classes, and social media campaigns. Requests for these events will be handled by Event Services on a case-by-case basis and must align with the [Campus Procedures for the Use of Facilities & Spaces](#).

Inquiries

Inquiries for activations must be received a minimum of six weeks prior to the requested event date to allow for proper coordination, including a facility use agreement and payment. Requests can be made by emailing outdoorevents@stucen.gatech.edu. There is a \$150 non-refundable deposit required to hold spaces.

Restrictions

- Activations are available Monday - Friday, 9am –6pm (not including load-in/out).
- Activation representatives during the event should not “call out” individuals passing by and should remain in their reserved space.
- Amplified sound (music and/or video) is permitted pending approval from the Institute Registrar's Office.
- Solicitation must be disclosed by the requesting party and align with the [Campus Procedures for the Use of Facilities & Spaces](#).
- External parties approved for sales must report their daily sales to the Event Services office and will be subject to a solicitation surcharge of \$250 or a profit-sharing fee of up to 20% of their total daily earnings, whichever is greater.
- The distribution of food must be disclosed in the request and align with Student & Campus Event Center’s [Food and Beverage Procedures](#).

Requirements

All activation hosts must sign a Facility Use Agreement at least ten days before the event. Full payment for the contracted cost of the activation is required prior to the event day. Additionally, all activation hosts must provide a Certification of Insurance (COI) and business licenses that meet the Student and Campus Event Center’s [Tier II Insurance Requirements](#).



Cost and Services

The cost of activation events vary based on the amount of space being utilized, outlined below.

Activation Location	Size	Cost
Tech Green – Full Lawn	Over 100,000 square feet of programmable space	\$7,500/day
Tech Green – Half Lawn	About 50,000 square feet of programmable space	\$5,000/day
Other Outdoor Spaces *	Varies based on location	\$5,000/day

*Other Outdoor Spaces available for activations **excludes** Tech Tower Lawn & the Campanile. Exceptions will be made on a case-by-case basis by the designated representative of Event Services.

Cost of the activation event includes the following:

- Parking for display truck, van, vehicle, mobile structure, etc. Note – this is not inclusive of personal vehicle parking. Up to two 10x10 tents, five 6-ft tables, and ten chairs. More equipment can be added to the reservation at an additional fee.
- Fourteen days of plasma promotions in the John Lewis Student Center and Stamps Commons and Exhibition Hall.



Vendor Tabling – Advanced Tabling

Advanced Tabling is a form of interactive marketing designed to engage the campus community with an external organization or business. It provides more space than a standard tabling setup yet occupies a smaller footprint than full activations. This option is ideal for organizations that wish to incorporate an interactive element within a space of up to 20 ft. x 10 ft. Additionally, any vendor tabling—regardless of footprint—scheduled during priority dates (such as any day in August) will be subject to the increased costs associated with advanced tabling.

Inquiries

Inquiries for advanced tabling must be received a minimum of three weeks prior to the requested event date to allow for proper coordination, including a facility use agreement and payment. Requests can be made by emailing outdoorevents@stucen.gatech.edu. There is a \$150 non-refundable deposit required to hold spaces.

Restrictions

- Advanced tabling is available Monday - Friday, 9am –6pm (not including load-in/out).
- Advanced tabling representatives during the event should not “call out” individuals passing by and should remain in their reserved space.
- Amplified sound (music and/or video) is permitted pending approval from the Institute Registrar's Office.
- Solicitation must be disclosed by the requesting party and align with the [Campus Procedures for the Use of Facilities & Spaces](#).
- External parties approved for sales must report their daily sales to the Event Services office and will be subject to a solicitation surcharge of \$250 or a profit-sharing fee of up to 20% of their total daily earnings, whichever is greater.
- The distribution of food must be disclosed in the request and align with Student & Campus Event Center’s [Food and Beverage Procedures](#).

Requirements

All advanced tabling hosts must sign a Facility Use Agreement at least ten days before the event. Full payment for the contracted cost of the advanced tabling is required prior to the event day. Additionally, all advanced tabling hosts must provide a Certification of Insurance (COI) and business licenses that meet the Student and Campus Event Center’s [Tier II Insurance Requirements](#).

Cost and Services

Tabling Location	Size	Cost
Tech Walkway (Advanced Tabling)	20 ft. X 10 ft. footprint	\$1,250/day
Experiential Pathway (Advanced Tabling)	20 ft. X 10 ft. footprint	\$1,250/day
John Lewis Student Center (Indoor Advanced Tabling)	20 ft. X 10 ft. footprint	\$1,250/day



Cost of the advanced tabling includes the following:

- Up to two 10x10 tents, five 6-ft tables, and ten chairs. More can be added to the reservation at an additional fee.
- Seven days of plasma promotions in the John Lewis Student Center and Stamps Commons and Exhibition Hall.



Vendor Tabling – Simple Tabling

Simple Tabling is defined as a single table space where vendors, organizations, businesses, Registered Student Organizations (RSO) & GT Departments & Colleges can engage with the campus community. Additionally, vendor tabling is inclusive of larger events that feature vendor tables for merchandise sales, sponsored vendors, and similar activities.

Inquiries

Inquiries for simple tabling must be received a minimum of five business days prior to the requested date to allow for proper coordination, including a facility use agreement and payment. External clients wishing to reserve a simple table should submit their request through the [online form](#). RSOs and GT Departments & Colleges can submit their request through [GT Events](#).

Restrictions

- Simple tabling is available Monday - Friday, 9am - 6pm.
- Simple tabling representatives during the event should not “call out” individuals passing by and should remain in their reserved space.
- Simple tabling representatives during the event must keep the items they are displaying confined to the table.
- Painting, glitter, or crafts are not permitted.
- Solicitation must be disclosed by the requesting party and align with the [Campus Procedures for the Use of Facilities & Spaces](#).
- The distribution of food must be disclosed in the request and align with Student & Campus Event Center’s [Food and Beverage Procedures](#).
- The sale of food is only permissible by RSOs and must be compliant with [Bake Sale Policies](#).

Requirements

All simple tabling hosts must sign a Facility Use Agreement at least three days before the event. Full payment for the contracted cost of the simple tabling is required prior to the day of the event. Additionally, all simple tabling hosts must provide a Certification of Insurance (COI) and business licenses that meet the Student and Campus Event Center’s [Tier II Insurance Requirements](#).

Cost and Services

The cost of the vendor table varies based on the client and the length of use, outlined below.

Tabling Location	Size	GT Cost	External Cost	
Tech Walkway	10 ft. X 10 ft. footprint	FREE	\$250/half-day	\$500/full-day
John Lewis Student Center	10ft. X 10ft. footprint	FREE	\$150/half-day	\$300/full-day
Experiential Path	10ft. X 10ft. footprint	FREE	\$150/half-day	\$300/full-day

*Half Day = 4-hours or less, Full Day = more than four hours, maximum of 8 hours.

Cost of simple tabling includes the following:

- One 6-ft. table and two chairs
- Up to one 10x10 tent can be requested for an additional fee (outdoor spaces only)