

Campus Communication Rules

Applications for communication on the Tilburg University campus are assessed in the light of the Campus Communication Rules by Facility Services and/or the External and Campus Communication Office of the Marketing & Communication Division. These Rules apply to university staff and students, as well as to external parties. The Campus Communication Rules are part of the [Tilburg University House Rules](#), which remains in full force.

Subject to the Campus Communication Rules, the following campus communication channels may be used.

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Important

- Before you apply for an activity, we kindly ask you to read the relevant provisions about your activity in these Rules. Information on where to submit your application is listed both under the activity and in an overview on the last page of this document.
- For campaign activities related to elections at the university, [specific rules](#) apply.
- When you submit your application, please provide as much information as possible (what, for what purpose, when, how, by whom, etc.).
- Preferably use online resources to communicate your message. If you still want physical communication items, please order reusable and/or sustainable materials.
- Commercial activities on the campus by persons, companies, and institutions who are not affiliated to the university are not permitted.
- It is not permitted to disseminate politically charged messages or promote one or more charities, political parties, or religions/beliefs. Applications to deviate from this rule must be submitted in writing to the Tilburg University Executive Board at bestuurssecretaris@tilburguniversity.edu.
- Facility Services and Marketing & Communication monitor compliance with the Campus Communication Rules. If instructions by these organizational units are not complied with, Safety & Security may be enlisted for enforcement purposes.
- Any costs resulting from non-compliance with the Rules may be recovered from the applicant/organizer. These could include the costs of removing stickers or posters or clearing away flyers.
- In the event of any (collateral) damage, the applicant/organizer will be held liable.

Communication via the Tilburg University website and/or social media channels

The Tilburg University website and social media channels are managed by the Marketing & Communication Division. If you want to promote an activity or event that is relevant for almost all Tilburg University students and/or staff, please complete the [Tip off the Communication Office](#) form.

Communication via the information screens / narrowcasting

There are approximately 40 information screens (also referred to as narrowcasting displays) around the campus. Texts are edited by the Marketing & Communication Division. The guidelines and submission specifications are available on the [Narrowcasting displays on campus](#) webpage. We highlight a few of them below.

1. A message will be shown for a maximum of two consecutive weeks.
2. The message must be relevant for almost all Tilburg University students and/or staff. For instance, messages aimed at one School only will not be accepted.
3. Communication about events via narrowcasting is done only if they are organized by Tilburg University (or if the university is involved in the organization).
4. Permission must have been arranged for images that are subject to copyright.
5. Commercial or partly commercial messages will not be accepted.
6. Messages promoting informal events like parties, anniversary drinks receptions, etc., will not be accepted.

Address application to	How to apply
Marketing & Communication	Use the following form: https://www.tilburguniversity.edu/form/tip-communication-office

The Sports Center manages its own displays. For information on posting messages on the Sports Center displays, please send a request to scnarrowcasting@tilburguniversity.edu.

Associations who are members of TiGeAk have access to a number of displays especially for communication by study and student associations. For more information, please contact tigeak@gmail.com.

The showcases in the revolving doors

Campus communication messages can be placed in the revolving doors of Academia and Goossens buildings. These are the rules.

1. The subject must be of interest to a large target group on the campus and fit Tilburg University's brand position in general.
2. If the information in a revolving door is about an activity, that activity must take place on the Tilburg University campus.
3. Announcements of sports activities or events will not be accepted.
4. Commercial messages promoting, for instance, computer and office supplies or products of the printing or catering services will not be placed.
5. The presentation of promotional merchandise contributes to the brand awareness of Tilburg University and is therefore permitted.
6. The revolving doors can be booked for a maximum of two consecutive weeks.
7. The display must be of good quality and have a professional look and feel.

8. The maximum load-bearing weight of the display is 12 kilos per showcase.
9. Posters (A3) must be placed in the sleeves provided and may not be taped to windows or other surfaces.
10. Please make sure that everything stands firmly and does not fall over when the door makes a sudden stop.
11. It is the responsibility of the applicant or the relevant School or association to clean the showcase after use. Failure to do so properly may result in a cleaning charge.
12. Tilburg University reserves the right to empty the showcases in urgent cases.
13. If an application has been approved, the applicant contacts Security in the [Vigilant building](#) for the key to access the showcases in the revolving door to set up and take down the display. This can be done every day, in consultation with Security, in the early morning, preferably before 8:30 hrs., to avoid any inconvenience for students and staff.

Address application to	How to apply
Marketing & Communication	E-mail: draaideuren@tilburguniversity.edu

Banners on the Library footbridge

1. Applications for a banner will be honored if the message to be communicated is accessible or relevant to
 - a large group of students,
 - a large group of employees, or
 - both target groups,
 and if Tilburg University is the most important initiator or organizing party of the relevant activity.
2. Banners may only be put up on the two horizontal sides of the footbridge. Facility Services will put them up and take them down.
3. A maximum of six banners can be put up, three on either side, with a maximum of one per applicant.
4. A banner on the footbridge can be booked for a maximum of two consecutive weeks.
5. Submit your banner at the Facility Service Desk before the agreed deadline. After it has been displayed, you must also pick it up again before the deadline agreed for collection.
6. The standard banner sizes are 4 meters wide and 1 meter high. You need permission for wider banners from both Facility Services and Marketing & Communication. Permission for different dimensions is given only sparingly and only for banners that are part of campaigns coordinated by the Marketing & Communication Division.
7. Banners will stay up for the duration of the booked period, unless Facility Services receives an application that takes precedence, for instance, in the event of calamities, Open Days, or corporate events. Banners will also be removed if there is a strong wind.

Address application to	How to apply
Facility Services	Use the appropriate form, available at https://www.tilburguniversity.edu/students/contact

Renting an information stall

1. The university has two information stalls, outside Goossens building.
2. The stalls are for the exclusive use of staff and of student and study associations affiliated to the university.
3. The stalls can be used on working days, Mondays to Fridays, between 08:30 and 17:00 hrs.
4. Inquire about stall rental rates at the Facility Service Desk (the rates are indexed every year). Failure to cancel in a timely manner will result in full costs being charged. Cancellations need to be made in writing (e-mail to facilityservicedesk@tilburguniversity.edu), and at least ten days ahead of time.
5. It is prohibited to operate any machine or device or sound system or perform actions in such a way as to cause noise nuisance or inconvenience for nearby residents or the surrounding area. The sound system must be turned down or off if Security tells you to do so.
6. Signs, articles, or displays may be placed at a maximum distance of 1 meter from the stall.
7. When applying to rent one or both stalls, it must be stated what products will be distributed, if applicable. Products for which no permission has been given may not be distributed. It is not possible to obtain permission on the spot.
8. Handing out food is only allowed in collaboration with the regular caterers. Applications to this end must be submitted to Facility Services. They will test the application against HACCP (hazard analysis critical control points) regulations and any competitive sensitivities.
9. It is prohibited to attach any materials to the horizontal beam or the canvas of the stall.
10. Any trash and litter must be cleaned up. If the trash can on Esplanade is full, you can request an extra container. You need to empty it yourself in the large refuse container behind Koopmans building. Failure to do so will result in transport costs being charged.
11. In strong winds (wind force in excess of 5 Beaufort), the canvas of the stalls will automatically roll up.
12. The electricity capacity of a stand is a maximum of 2,300 watts. In the event of heavy rain, electricity will be shut down.
13. Damage to the stall, the container, and/or the campus grounds, as well as any cleaning costs will be charged to the applicant.

Address application to	How to apply
Facility Services	Use the appropriate form, available at https://www.tilburguniversity.edu/nl/students/contact

Placing objects and/or signs

1. Placing signs or objects and/or the use of objects requires the permission of Facility Services, and sometimes also of Marketing & Communication.
2. The application must contain a full description of the object, including a photo and if possible, a map.
3. The maximum sizes permitted (length x width) is 2 x 2 meters. Height is subject to further consultation for each object.
4. Appliances and/or objects must be safe. If the appliance/object poses a risk to users or bystanders, an employee of the rental company must always be present.
5. Inflatables may only be placed on the lawn next to Zwijsen building. In strong winds (wind force in excess of 5 Beaufort), they have to be taken down.

6. Runners on the campus are only permitted after explicit permission.
7. The following objects/activities are prohibited.
 - Objects or appliances using lubricating oil and/or otherwise contaminating or polluting materials
 - The use of helium balloons, inside or outside
 - Airdancers and other inflatables
 - Fairground attractions or rides
 - The use of animals
 - Covering the premises with plastic and/or different materials
 - Painting the pavement or using floor stickers
 - Paints and reverse graffiti (cleaning the pavement with a high-power washer through a stencil, leaving a semi-permanent image on the surface)
 - Trailers or caravans.

Cars and busses require separate permission.
8. The Facility Service Desk has signcades and sidewalk signs available for posters.
9. Sandwich signs around the lamp posts require the permission of both Facility Services and the Marketing & Communication Division. Permission for sandwich signs is given only sparingly and only if they are part of campaigns coordinated by the Marketing & Communication Division.
10. Placing communication or promotion messages on construction fences requires the permission of the Marketing & Communication Division. Facility Services will share information on applications with M&C.
11. Placing an object on the facade of a building is only permitted in very exceptional cases. Applications will be individually assessed by Facility Services and Marketing & Communication.

Address application to	How to apply
Facility Services	E-mail: facilityservicedesk@tilburguniversity.edu

Tabletop signs in the Restaurant

Tabletop signs are transparent signs that can hold an A4-sized poster or flyer, that can be placed on the tables in the Restaurant.

1. Placing tabletop signs requires the permission of both Facility Services and Marketing & Communication. Permission for tabletop signs is given only sparingly and only if they are part of campaigns coordinated by the Marketing & Communication Division.
2. Tabletop signs can be booked for a maximum of two weeks.
3. The applicant is responsible for picking up, filling, placing, removing, and returning the tabletop signs.
4. Any breakages or failure to return all tabletop signs may result in the costs being charged to the applicant.

Address application to	How to apply
Marketing & Communication	E-mail: communication@tilburguniversity.edu

Putting up posters in the Restaurant

1. Posters (max. size 45 x 75 cm) may only be put up on the appropriate poster boards in the Restaurant.
2. It is prohibited
 - to hang posters in places in the Restaurant other than the appropriate poster boards. For example, posters on concrete pillars, windows, and doors are not permitted.
 - to remove posters/messages posted by others and/or put a poster/message on top of another.
 - to hang posters in places designated to other groups or people.
 - in buildings or anywhere else on the campus, to put stickers on university property or the property of staff, students, or visitors of the university.
3. As soon as communication is no longer relevant, for instance, after an event, all posters must be removed.
4. Outside the [university premises](#), the municipal rules of the City of Tilburg apply.

Address application to	How to apply
Follow the above rules (no application needed)	If you have any questions, please contact facilityservicedesk@tilburguniversity.edu

Flyering

1. Handing out flyers and leaflets is exclusively permitted in the following places under the conditions listed.
 - In front of the Restaurant: outside the Restaurant entrance (not between the sliding doors).
 - On the campus: near the information stall (for rent) on Esplanade.
 - Inside university buildings: near lecture halls, exclusively in combination with a talk for students during a lecture and with the instructor's permission.
2. Flyers must be study program/student-related or work/staff-related and be aimed at informing students/staff by fellow students/colleagues.
3. It is not permitted to attach flyers to bikes or vehicles.
4. Any flyers left behind must be removed/disposed of immediately.

Address application to	How to apply
Follow the above rules (no application needed)	If you have any questions, please contact facilityservicedesk@tilburguniversity.edu

Where and how to apply

Application for	Address application to	How to apply
Communication via Tilburg University website and/or social media channels	Marketing & Communication	Use the following form: https://www.tilburguniversity.edu/form/tip-communication-office
Communication via information screens (narrowcasting)	Marketing & Communication	Use the following form: https://www.tilburguniversity.edu/form/tip-communication-office
Showcases in revolving doors	Marketing & Communication	E-mail: draaideuren@tilburguniversity.edu
Banner on Library footbridge	Facility Services	Use the appropriate form, available at https://www.tilburguniversity.edu/students/contact
Renting information stall	Facility Services	Use the appropriate form, available at https://www.tilburguniversity.edu/students/contact
Placing banners, objects, and/or signs	Facility Services	E-mail: facilityservicedesk@tilburguniversity.edu
Tabletop signs in the Restaurant	Marketing & Communication	E-mail: communication@tilburguniversity.edu
Flyering	Follow the above rules (no application needed)	If you have any questions, please contact facilityservicedesk@tilburguniversity.edu
Hanging posters in the Restaurant	Follow the above rules (no application needed)	If you have any questions, please contact facilityservicedesk@tilburguniversity.edu