



Cardiff Students' Union
Undeb Myfyrwyr Caerdydd

STANDARD CONDITIONS OF ADVERTISING AND EVENT BOOKINGS 2026/2027

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PLEASE NOTE:

THE ADVERTISING OF PIZZA OR COFFEE DURING FRESHERS' & REFRESHERS' IS STRICTLY PROHIBITED

IMPORTANT

Please read the Standard Conditions carefully before you authorise the purchase order/sign the order and the Credit Agreement (if applicable). Pay particular to those conditions highlighted, which limit our liability or affect your obligations to us.

IMPORTANT PAYMENT INFORMATION

Payment for those suppliers who have been approved by a credit facility must be remitted in full within 30 days of the invoice date.

For advertisement Orders, payment is due within 14 days of the invoice date.

Payment for on-site activations and advertising must be cleared before the event date / live date. Failure to do so may result in cancellation of your booking.

***Please note that orders are not confirmed until we receive full payment.**

1. DEFINITIONS

Advertisement – the advertisement specified in the Order.

Agreement – the binding agreement between you and us.

Copy – the detail and layout of the Advertisement.

Publication Close Date – the date shown on the Order which is the latest date we may accept your copy.

Final Proofing Date – deadline date for any alterations to your copy.

Production Date – date of which the publication is due.

Credit Agreement – credit agreement (if any) between you and us.

Publication – the named publication, event or service that is specified on the Order.

Order – the form which shows the details of the booking.

We – Cardiff Union Services Ltd (CUSL) whose address is: Cardiff University Students' Union, Park Place, Cardiff, CF10 3QN

You – the person or company named on the Order.

2. VARIATIONS TO THE CONDITIONS

Any variations to this agreement will be agreed in advance and stated in written form.

3. ACCEPTANCE



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When you or someone on your behalf signs the Order, you are entering into an agreement with us under the Standard Conditions of the Order. Our acceptance will be conditional on your meeting relevant credit and client criteria.

By signing the Order, either personally or through an authorised representative, you confirm that the signatory has full authority to bind the organisation or company named. Cardiff Union Services Ltd will rely on this representation and shall not be held liable for any claims arising from unauthorised signatures. Responsibility for ensuring the appropriate authority rests solely with the customer.

4. OUR RIGHTS AND RESPONSIBILITIES

(A) The organisation will endeavour to comply with providing reference information specifically a purchase order where required by the supplier on the invoice for clarity in administration.

(B) The organisation will provide an invoice for agreed goods, services, facilities made available within 7 working days of the trigger event occurring.

(C) We may decide not to produce the Publication. In this case you will be entitled to a full refund of any monies already paid for any Advertisement that would have appeared in that Publication. You will not be entitled to any further compensation or damages.

(D) We are under no obligation to publish the Advertisement if, in our reasonable opinion, the Copy fails to meet the standards set by the Advertising Standards Authority, is otherwise deemed unsuitable, contains content that is unlawful, offensive, or inappropriate, does not meet the requirements of the client, or is submitted after the Publication Close Date.

(E) We will not be liable for any disruption or delay in producing or distributing the Publication if the cause is beyond our control.

(F) The Organisation will not be liable for actual attendance figures at any event. Any projections, estimates, or representations made prior to booking regarding expected footfall or event attendance are indicative only, are not guarantees, and should not be relied upon when making a booking decision. Such statements are not intended to form part of this Agreement and shall not give rise to any contractual or collateral obligations. The Organisation accepts no responsibility for any variance between estimated and actual attendance.

(G) We accept copy from you on the understanding that you have unconditionally approved the copy for publication.

(H) We agree to publish the Advertisement in accordance with generally accepted printing standards and publication policies, but we can make any changes to the Advertisement that we deem appropriate.

5. YOUR RIGHTS AND RESPONSIBILITIES

(A) To ensure that transactions are authorised as per your company's authorisation process prior to making an Order commitment.



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(B) To receive the goods, service or facilities as per the agreement as stipulated.

(C) The Copy that you provide must be accurate, approved, legal, decent, honest and truthful and it must meet the standards set out by the Advertising Standards Authority. You must own or have authority to use any trade name, trade mark, British Standard Mark or other quality assurance mark, logo or other material displayed in the Copy. CUSL Ltd shall not be held responsible if any of the mentioned are used without authority. You must own the copyright in the copy (except in the circumstances and subject to the assignment provided for in Condition 8), and the Copy must not infringe the copyright that any third party has in the Copy. You must be authorised to use any logo or name of any trade association you use in the copy.

(D) You must tell us in writing about any changes in names, addresses and telephone numbers as soon as you know about these changes. We cannot include any changes received after the Publication Close Date.

(E) Any copy changes other than name, address and telephone number will incur a charge of £25.00 + VAT. These changes must be received before the Publication Close Date.

(F) You must pay the amount we invoice you for, using the payment method specified in the Order. If you do not make any payment or instalment due under this Agreement or any other contract between us, we can keep all sums already paid and you will immediately have to pay us all outstanding amounts. Payment will be deemed payable primarily by the person named on the Order, then secondly the company of the person named on the Order. We may also (without prejudice to our other rights) immediately terminate this Agreement. Interest at a rate of 8% per month will be applied to any amount you have not paid after 30 days from the payment due date (unless the law prevents us from charging interest). We may charge you any reasonable administration costs for recovering any amounts owing by you.

(G) You shall indemnify us, our employees and agents against all proceedings, claims, expenses, losses and/or damages arising from processing or publishing any information or material you gave us, including any claims arising as a result of defamation, illegality, false description or breach of any third party rights.

(H) The Order must be placed in the ordinary course of your business and for your business only. You may not offer or sell the advertising space to any third party.

(I) Should you require your original artwork to be returned you must notify us in writing when placing your order and enclose a pre-paid envelope. Should you not state this your artwork will be held by CUSU Ltd for 21 days and then destroyed.



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(J) You must be responsible for setting up and closing down in accordance to the agreed/advertised opening times of the event/activation.

Penalties for early departure/late set up: Setting up late or leaving early from an event before the advertised time may result in either cancellation of the activation or a penalty charge. This decision is at the discretion of the Sales team based on the disruption caused. Use of the service lift and service tunnel will not be permitted outside of the agreed set up and close down times.

Freshers' Fair 2026 & Re-Freshers' 2027 specific: A charge of £400+VAT will be applied for any vendor packing up before the end of the fair. An invoice will be issued after the event end. Failure to be set up by the specified time could result in cancellation of your booking and no refund. Decisions on charges will be at the discretion of the Sales team.

(K) Access to the service tunnel and service lift for unloading goods is not guaranteed. Loading spaces are limited and time slots must be booked in and agreed upon in advance with the sales team. Allocations will be assigned on a first come first served basis.

Premium Freshers' stall bookings will be guaranteed a slot and pre-agreed at time of booking. This must be confirmed at the time of booking / 48 hours before the event. Please arrive at your allocated time slot. Late arrival for the service tunnel slot could result in being denied access to the service tunnel.

(L) Queue Management Requirement:

Stall holders must ensure that any queue formed for their activation, service or giveaway remains fully contained within their allocated footprint of their booked stall space.

Queuing must not extend into and block walkways or communal areas.

If a queue forms outside of the agreed stall boundaries, Cardiff Students' Union reserves the right to move on or disperse students to prevent congestion, bottlenecks, or breaches of health and safety requirements. Failure to manage queueing appropriately may result in the suspension of activity or early closure of the stall, at the discretion of the sales team, with no entitlement to a refund.

Freshers' & Refreshers' fair specific

As well as the queue management requirements above, standard stall bookings are responsible for managing their queue and ensuring it stays within the agreed footprint of the booked stall. Any queue to breach this and obstruct walkways / cause a bottleneck will be paused temporarily.

Premium stall holders will have an inbuilt queuing structure with the support of Cardiff Students' Union staff.

More terms and conditions around the queue for fairs will be communicated in the information pack shared closer to the event. By signing the booking form you are agreeing to such terms.

(M) Alcohol distribution

Only vendors approved by Cardiff Students' Union at the point of booking may provide alcohol samples on site.

There is an additional alcohol sampling policy shared with any company that has been granted permission to sample alcohol during an event / activation.

All approved vendors must sign and comply with the Cardiff Students' Union Alcohol Distribution Policy prior to the event. The signed policy must be sent and received by the Cardiff students' Union sales team prior to the event. Failure to do so may result in cancellation of activity.



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Alcohol sampling from any company is approved at the discretion of the Cardiff Students' Union Sales team and Director of Enterprise.

Freshers' Fair Specific

The alcohol sampling rules outlined above apply to all Freshers' Fair events.

If approval is granted, alcohol sampling will **only** be permitted during and within the **Friday Freebies (Commercial Only Fair)**.

(N) Waste Disposal Policy for Corporate Partners

As a stallholder, it is your responsibility to manage waste generated at your stall in a compliant and sustainable manner. Designated waste disposal points will be clearly marked throughout the venue. Please ensure all waste is properly sorted and disposed of in the appropriate bins, which are provided for the following categories: **Glass, Plastics, Metals, and Cartons, Cardboard and Paper, Food Waste, General Waste**

Should you generate waste that does not fit within these categories or exceeds bin capacity, you are required to make independent arrangements to remove and dispose of it appropriately.

Please be aware that **waste management legislation in Wales changed in April**, and all commercial participants must comply with the updated legal requirements. Non-compliance may result in penalties or exclusion from future events.

HEALTH & SAFETY/FIRE PRECAUTIONS

(A) Event organisers are required to ensure that the activities of their groups do not contravene regulations relating to Health and Safety. Please refer to Health and Safety Executive website: <http://www.hse.gov.uk/event-safety/running.htm> for guidance on running an event safely. Event organisers agree to providing H & S documentation where necessary.

(B) For any on-site activations, all required documents such as public liability insurance, risk assessments, and food hygiene certificates must be received by CUSL sales team 48 hours before the event date. Failure to provide these documents will result in the cancellation of the event with no refund.

6. CANCELLATION

(A) In addition to any statutory rights you may have to cancel your Order, you may cancel part or all of your Order by giving notice in writing. We must receive this notice by the Publication Close Date or within 14 days of the date of the Order, whichever is earlier.

(B) If we receive written notice to cancel an order more than 14 days after the date of the Order we may • **Advertisement Specific** – Charge a cancellation fee which will be equal to 25% of the advertisement cost + VAT.

Entertainment Specific – Charge a cancellation fee in line with an agreed schedule for procurement in preparation specific to the event engaged in to reclaim costs which were incurred to provide the event cancelled. ~~(C) If cancelling part of the Order means that you no longer qualify for any multiple booking~~



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discount then we may adjust the rate of the remaining advertising to reflect the appropriate rate.

On-site stall specific - Any on-site bookings, inclusive of freshers' stall bookings cancelled within 14 days of the event are not applicable to a refund.

We cannot accept any cancellation request after the Publication Close Date/activation date.

7. OUR LIABILITY – ADVERTISING SPECIFIC/EVENT PUBLICATION SPECIFIC

(A) Subject to condition 4D, if there is a mistake in, or something missing from the published Advertisement or the Advertisement is not printed in the Publication, you will be entitled to a refund of part of the sum you paid for the Advertisement and it will be a fair and reasonable amount considering the nature of the error.

(B) You will not be entitled to a refund for any mistake that was apparent from any proof we sent you unless you corrected the proof and told us about the mistake before the Publication Close Date.

(C) If you become entitled to a refund under Condition 7A, you may, instead of taking the refund, insist that we provide the correct Advertisement, free of charge, in the next edition of the Publication.

(D) Our liability (if any) under this Agreement will be to provide a refund under Condition 7A, or to print the correct Advertisement under Condition 7C. We will not be liable for any direct or indirect or consequential loss or damage arising from any mistake in or material missing from the published Advertisement, or from not printing the Advertisement in the Publication, even if resulting from our negligence.

8. COPYRIGHT

We have copyright of all artwork that we produce, copy and other materials which we, our agents or employees have contributed to. Any copyright you may have, whether now or in the future, in the Advertisement you, as the beneficial owner, hereby assign to us outright (This is not effective on materials that you supply direct to use, to which we do not contribute). Any reproductions for other publications outside those of CUS Ltd must have written permission from CUS Ltd or the artwork originator. If used without authorisation then the publication to which the artwork is produced will be liable to a charge which will be set at our standard rate.

9. FILMING

(A) Filming at events or on-site activations is permitted only with prior approval and is assessed on a case-by-case basis. All filming requests must follow the official procedure outlined in the Filming Request Briefing Sheet.

(B) Review & Approval

All requests will be reviewed jointly by our Sales and Press teams.



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Final decisions rest with these teams and are non-negotiable.

(C) Charges

A £250 + VAT surcharge applies to all approved filming activities.

This fee covers the logistical support and staffing requirements necessary to facilitate filming on-site.

(D) Brief Accuracy

Advertisers submitting a filming brief must ensure all details are accurate, clear, and align with the agreed activity.

(E) On-Site Supervision

Cardiff Union Services Ltd (CUSL) reserves the right to supervise, pause, or terminate filming at any time.

Details of on-site supervision protocols are provided in the Filming Briefing Sheet.

10. AGREEMENT

This Agreement sets out the entire agreement and understanding between you and us and it replaces all previous agreements, arrangements and understanding between us. You are not entering into the Agreement or any part of the arrangements by relying upon statements or warranties that are not set out in the agreement.



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