



## **Conference and Event Services**

9630 Gudelsky Drive  
Rockville, MD  
20850

Phone: 301.738.6059  
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Email: [sg-ces@umd.edu](mailto:sg-ces@umd.edu)

# **Event Planning Guide**

Our mission is to serve the area's thriving business community with facilities in which to educate, inform, train, and convene and congregate. Higher education encompasses experiences both in and out of the classroom we encourage organizations to develop events that enhance a sense of community, appreciate diversity, and honor tradition. The goal of this guide is to help plan successful events and programs that are consistent with University's policies and procedures.

## **General Reservation Guidelines**

This facility can be leased for the purpose of holding an educational, cultural, informational or training program/event upon agreement of contracted terms. Private parties and weddings are not accommodated. Federal, State, and Local Government branches are included as non-profit rentals. All facilities to be used must be reserved, including hallways, lobbies and any outdoor areas. For security purposes, setup and breakdown time is not included in any rental, please make sure all room requests are accurate, as room access is prohibited outside contracted periods. Room capacities are regulated by the fire code and cannot be exceeded for any reason. A rental will be considered reserved upon confirmation of a signed contract and a 50% deposit based on room fee.

Before accessing the University System of Maryland, The Universities at Shady Grove Center, an agreement for use of facilities must be fully executed by the Conference and Event Services department (CES). This includes all meeting rooms, breakout rooms, hallways and any outdoor areas. Licensee must be authorized to commit resources and funds on behalf of their department and/or organization. CES department has primary responsibility for securing campus events and reserves the right of refusal for any event that where safety is a concern. Facilities are to be used for the direct benefit of the campus community. Setup and breakdown is not included in any rental, please make sure all room requests are accurate, as room access is prohibited outside contracted periods.

## **Reservation Process**

To find out the availability, please fill out a Room Request form and submit directly to the Conference and Event Services office. Should that date be available, confirmation will be sent to the prospective customer. Site tour appointments for large events are encouraged. Room reservations and requests may only be received during normal business hours: 8am to 5pm Monday thru Friday. Organizations and departments are encouraged to assign one individual (preferably an officer) to contact the University departments necessary to complete the reservation arrangements.

CES will hold a reservation tentatively for 10 days. In the event the University has not received a signed agreement within the 10-day period, the University reserves the right to cancel the reservation. A tentative hold is not permission to use the space, but may be kept until another client inquiry is made. After notice is given, a reservation must be contracted or released. Reservations may be also canceled if all necessary signatures, permits, payments, and approvals have not been obtained by the date noted on the Contract Agreement. All of the information listed on the Contract Agreement is presumed to be the final arrangements for the event. If any of the information changes after the approval, the reservation may be deemed invalid. If the reservation is deemed invalid, the event will be canceled.

## **Equipment Reservations**

Additional equipment is available for an additional fee, see pricing and services listing for more details. Please note, catering equipment (linen's, tables skirts) are not available for rental and must be coordinated with either catering vendor or another outside source. Specialty audio video, lighting, and equipment needs beyond on-site inventory can be arranged for an additional 10% fee cancellation outside agreements may differ. An on-call staff attendant will



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coordinate lighting/temperature/facility/trash removal with all rentals. Dedicated staff attendants can be arranged at a per hour fee. To ensure best possible service please be sure to finalize all equipment and service 10 business days before a scheduled event, requests after this time may subject to additional fees. Setup of tables and chairs is provided with rental of all rooms. Classrooms are pre arranged, be sure to confirm with sales associate as room arrangements are varied. The Shady Grove Center is a wireless campus.

### **Rules and Regulations.**

Among other things, the Licensee and the Licensee's attendees are prohibited from the following:

- Smoking in public buildings
- Possession of illegal substances
- Cooking
- Possession of animals, except when required to assist disabled persons;
- Tampering with fire system or fire safety equipment;
- Possession of any weapon or facsimile, fireworks, or other flammable materials;
- Engaging in disruptive, destructive or dangerous behavior;
- Absent express permission from the University, possession or consumption of alcohol;
- Possession or consumption of alcohol by persons under the age of twenty-one;
- Possession or consumption of food or beverages in the Auditorium or computer laboratories;
- Storage of alcoholic beverages at the facilities;
- Affixing anything to the walls of the facilities;
- Installation or uploading of any software on computer laboratory equipment.

### **Cancellation**

Cancellations must be communicated in writing to the Shady Grove Center. They may be faxed to (301) 738-6050. A cancellation penalty shall be assessed based on the lost revenue based on the following schedule:

90 or more days before Event Start Date:	No Penalty
0 to 89 days before Event Start Date:	50% of Anticipated Total Revenue
30 to 59 days before Event Start Date:	66% of Anticipated Total Revenue
Less than 30 days before Event Start Date:	100% of Anticipated Total Revenue

### **Facilities to Lease**

Building I- *First Floor:* Rooms 101, 102, 108, 109, Auditorium, *Second Floor:* Computer Labs, 210, 214, 220, 203/204

Building II- *First Floor:* Multipurpose Room, Rooms 1012-1052, *Second Floor:* Rooms 2022-2062, *Third Floor:* Rooms 3012-3062

Classrooms, located in Bldg. I & II. They have a capacity of 22-80 people. Every classroom contains the following equipment included in rental fee: Overhead Projector, Drop Down Screen, Dry Erase Board, Flip Chart/Easel. Please note classrooms are subject to University Academic Program use, be sure to ask representatives about out of semester availability.

Computer labs contain up to 27 desks with instructor stations. Computers are desktop PCs containing Windows 2000 as a basic operating system.

Auditorium, a 305 seat handicapped accessible lecture hall contains an 18' x 36' stage, Food is not permitted at time inside this room.



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Multipurpose room, 9,000 square foot is available for rent and can be broken up in to five separate areas with removable partitions. This room is rented in third sections.

### **Security at USM Shady Grove Center Events**

This information must be provided by a member of the renting organization with decision making authority. In order to proceed with any rental contract for the facility, this form must be completed and approved 7 business days prior to the event. USM Shady Grove Center/ Universities at Shady Grove will maintain the right to determine and require the appropriate event security for any event held on our premises. Campus Security is not responsible for event security. In addition a police supervisor may be required depending on the size of the event and number of officers required.

### **General Guidelines Considered in Determining Security Needs.**

1. *Expected Crowd Size:* The size of the crowd is one of the factors that helps determine the number of security personnel required. A security position is defined as an off-duty Montgomery County Police Department (MCPD) Officer or a University of Maryland (UMPD) police officer. These officers will be provided by the University but will be paid for by the renting organization. In the case of an MCPD officer payment will be either made to the officer or through FOP Lodge 35. In the case of a UMPD officer payment will be made to the Universities at Shady Grove. In addition the sponsoring organization may provide security personnel to augment the MCPD or UMPD officer. These personnel are required to identify themselves to the officer(s) prior to undertaking any security duties. A general guideline for security positions (officer) based on estimated crowd size is as follows:

CROWD SIZE	SECURITY POSITIONS
1-250	1-3
251-500	2-5
501-750	3-7
751-1200	4-12
1200+	To Be Determined

2. *Nature of Event and Nature of Crowd:* The nature of the event, the nature of the crowd and the expected attendees may influence security requirements. Additional security may be recommended depending on the age of the expected attendees; whether attendees are from outside the University community or part of it; advertising of the event; and based on the attendee activities typical of a particular type of event. Consideration also will be given to the following factors, among others: use of DJ's, live bands or other performers, presence of alcohol and expected event conditions.

3. *Security Needs for Similar Events:* Prior security history pertaining to similar events sponsored by the organization in the past or at similar venues will be considered. Event organizers may be required to provide references for events they have held at other locations. Factors such as ability to coordinate communicate and cooperate, will also be used to determine security needs.

4. *Sponsoring Staff:* The sponsoring organization will be expected to designate individuals to assist the police in conducting the event in an orderly fashion. Organizer would be responsible for establishing orderly lines for entry, selling of tickets, stamp hands for re-admittance, check identification, etc. Police officers decisions concerning the organization of the event will be **FINAL**.



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5. *Money Collection:* Additional security positions are recommended whenever an event is accompanied by money collection activities.

6. *Searches:* Searches of event attendees (such as when required by performers, lecturer, or Police) are the responsibility of the sponsoring organization. MCPD and UMPD officers do not conduct searches of persons entering the event. An officer is required at every point of entry where searches are to be conducted.

### **Client Responsibilities:**

1. Provide individuals to check ID's if necessary and regulate attendance as needed.
2. Accept full responsibility for all security costs and related costs for services, damage to and/or loss of facilities or equipment, unless such costs are provided for otherwise, as expressly approved by the University.
3. Assign an authorized representative to be responsible for the planning and implementation of the event. Provide a copy of any advertising/flyer or announcement used to promote the event. This representative shall also be present for the duration of the event. This person should be readily available and accessible in the event of a disturbance or other problem. The representative should identify him or herself to security and USM staff at the beginning of the event. Except as expressly pre-approved and authorized, ensure that members of the sponsoring organization do not advertise the event off-campus.
5. Montgomery County Police officers are sworn law enforcement officers of the State of Maryland. COST: \$40-\$50 per hour, three hour minimum. UMPD officers are paid at a rate of \$42 per hour. Officers are scheduled with one hour allocated prior to the start of the event to allow for briefing and obtaining required equipment and one hour after the event has ended to allow for the crowds to vacate the event. ***Event organizers are responsible for payment to MCPD officers either directly or through FOP Lodge 35. Event organizers are required to pay MCPD officers separately.***

### **Amplified Sound**

Approval will be granted for use of amplification equipment at events if there is a high probability that the planned event will not disrupt or disturb other University activities. In-house sound systems are to be used in an appropriate manner to ensure other activities in the building are not disturbed. Additional amplification may not be used without the approval, based on an assessment of the potential for disruption of other activities. If noise complaints are received from the surrounding community, the University will have the authority to ask event sponsors to lower the sound level or if necessary terminate the event.



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<b>Important Deadline</b>	<b>Client</b>	<b>Due Date</b>	<b>CES</b>
Rental Inquiry	Submit Room Request Form and event details for price quote.	Submit M-F 8am to 5pm.	Provide availability of rental space.
Tentative hold	Select date and confirm time, attendance and arrangements.	Rooms are held for 10 days, unless otherwise specified.	Confirm dates, times, price, requirements.
Agreement Contract	Confirm rental, client information and pay 50% deposit.	Contract expires 10 days after quote date.	Present executed copy of contract and receipt for payment.
Cancellation	Full payment will be applied after this date.	90 days before event date. See Cancellation Policy	Charge or refund any payment.
Permit and detail arrangement confirmation	All permits, services and arrangements confirmed	10 business days	Signed approval.
Event confirmation	Confirm charges.	Within 30 day billing cycle.	Activity confirmation including setup diagrams and equipment reservations
Invoice	Final payment due upon receipt.	End of the month event took place in.	Invoices are sent at the end of the month in which the event took place.