

Business Improvement Area: _____

Date Submitted: _____

BIA 'Pedestrian Kiosk' Poster Display Application Form 2018

Applicant Name: _____

Contact Information: _____

Marketing Purpose for the Poster: _____

Preferred Duration of Install: _____ to _____

Do you Agree to Maintain the Poster in Good Condition Throughout Install? YES NO

Do you Require City of Hamilton Printing Services? YES NO

Do you Require Installation Support? YES NO

Are Advertising Revenues Anticipated? YES NO

Anticipated \$ Amount: _____

Was the Poster/Advertising Designed to Meet City of Hamilton Standards? YES NO

Application form and Colour Mock-up (Digital and Print) of Proposed Poster to be Submitted to Julia.Davis@hamilton.ca at least 30 business days prior to Anticipated Installation Date

All Poster Applications Must be made in accordance with Program Policies and Requirements

BIA 'Pedestrian Kiosk' Poster Display Application

Policies and Requirements:

Policy intent: to allow display of BIA posters, while managing demand, and providing equal opportunity for access. All policies and requirements must be met or exceeded in order install posters in the City of Hamilton Pedestrian Kiosks.

I. General: City of Hamilton (The City)

- Pedestrian Kiosks exist in 12 BIA(Business Improvement Area)'s as part of the City of Hamilton's Comprehensive Wayfinding Program
- An application process has been made available to allow for BIA specific marketing posters to be displayed on the poster side of the BIA Pedestrian Kiosks
- Application fees are geared towards cost recovery
- Each participating BIA within the City of Hamilton will receive priority for space on the poster side of the BIA pedestrian kiosk found within their respective BIA boundary
- City of Hamilton Tourism entities are eligible to display posters on a space available basis
- City of Hamilton Wayfinding Maps will exclusively occupy one side of the pedestrian kiosk in perpetuity
- Space is limited; with space for only 1 custom BIA poster per pedestrian kiosk within their respective BIA boundaries
- City of Hamilton is not responsible for damage, wear or loss of posters displayed

II. Eligibility Requirements

Those eligible to apply for a poster to be displayed on one of the BIA specific Pedestrian Kiosks shall:

- Be a recognized board member of the corresponding Business Improvement Area organization in the City of Hamilton
And/Or
- Obtain a letter of endorsement from the board of the corresponding Business Improvement Area submitted with the Poster Display Application

III. Poster Content Policy

City of Hamilton services are public and utilized by all segments of the population and should be respectful of all. Content shall meet the following requirements to be eligible for display:

- Shall not proselytize a particular point of view
- Shall not contain injurious, offensive, discriminatory, or sexually explicit language or graphics
- Shall adhere to the City of Hamilton Brand Guidelines with respect to font size and legibility.

- Shall adhere to the City of Hamilton **Accessibility Standards** for all events/information statements
- Shall be approved by City of Hamilton Staff through the application process

IV. Determination of Eligibility for Display

City of Hamilton Staff will decide if a poster qualifies for display. If directed, the applicant must modify the poster to meet all policies and requirements prior to display.

V. Poster Size and Preferred Materials

Poster Size and Printing Materials are determined by kiosk Phase:

Phase 1 Pedestrian Kiosks (for use in International Village, King Street West, and Downtown Hamilton BIA kiosks)

27" wide X 38.75" high – Print on 3mm sintra

Phase 2 Pedestrian Kiosks (for use in Barton Village, Locke Street, Ancaster Village, Concession St, Downtown Dundas, Main West, Stoney Creek, Waterdown and Westdale Village BIA kiosks)

26.5" wide x 37.5" high – Print on .030 Styrene

VI. Poster Submission - Application Form and Deadlines

- Complete Poster Applications must be submitted 30 business days prior to installation deadline
- Posters are limited to a 1 year display period
- Complete Poster Applications must be dropped off at City of Hamilton, City Hall, 7th floor C/O BIA Coordinator for approval
- Additional Copies of the Poster Application are available at City of Hamilton, City Hall, 7th floor C/O BIA Coordinator

VII. Policy Questions, Concerns or Requests

If you need assistance completing the Poster Application, please contact:

Julia.Davis@hamilton.ca, BIA Coordinator