SAMPLING AUTHORIZATION REQUEST FORM

Policy for Food and Beverage Distribution
The selling of food and/or beverage products by any other entity is strictly prohibited. All food and beverage that is not a part of sampling must be contracted through Levy. Sponsoring organizations of expositions and trade shows and their exhibitors, may distribute SAMPLES of food and beverage products upon adherence to all of the conditions outlined below.

General Information for Shows
1. Items dispensed are limited to products Manufactured, Processed or Distributed by exhibiting companies. If they are not Manufactured, Processed or Distributed by the company then you are not able to provide samples of food and beverage unless they are purchased through Levy. If you are looking to have food or beverage items used as a traffic promoter to your booth (i.e.: coffee, soft drinks, bottled water, popcorn, etc.) please contact Levy and we will be happy to help you arrange these catering services.

2. If you do Manufacture, Process, or Distribute the items they are to be a SAMPLE SIZE and must be dispensed and distributed in accordance to Local and State Health Codes:
   - Non-Alcoholic Beverages can be a maximum of 4oz. Sample Size, served in plastic cups. No cans or bottles will be permitted. For Food Shows the maximum of an 8oz Sample Size is permitted.
   - Food items are limited to “bite size”, not to exceed 2oz. portions. For Food Shows the sample size should not exceed 6oz.
   - Vendors MUST submit proof of having $1,000,000.00 liability insurance naming Levy and The Wisconsin Center as additional insured, and are responsible for State and Local laws pertaining to the distribution of alcohol.

3. If your company Manufactures, Processes or Distributes Alcoholic Beverages and this product is related to the purpose of the show then you are able to serve SAMPLE SIZES and it must be dispensed and distributed in accordance to Local and State Health Codes:
   - A charge of $200.00 per day, per distribution location will be paid to Levy in full prior to show/event. This fee is non-negotiable and non-refundable. NOTE: This does not apply to Midwest Foodservice Expo exhibitors who are exhibiting in the Liquid Lounge or Something Special from Wisconsin pavilions.
   - Products must be legally procured, properly registered and tax paid.
   - There is no purchase requirement with the tasting of samples.
   - There is no cooperative advertising associated with the event.
   - Wine and spirits manufacturers or their agents must be registered pursuant to the state of Wisconsin regulations.
   - Vendors MUST submit proof of having $1,000,000.00 liability insurance naming Levy and The Wisconsin Center as additional insured, and are responsible for State and Local laws pertaining to the distribution of alcohol.
   - Sample portions must be under the following limits for both a non-food show and a food show.
     - Beer 7 oz.
     - Wine / wine coolers / spirit coolers 2 oz.
     - Liquor / liqueurs 0.5 oz.
     - Note: Alcohol cannot be served before, or after event hours.
     - All alcohol must be served in plastic, disposable cups. No cans or bottles will be permitted.
   - Distribution of alcoholic products must be monitored & overseen by a staff bartender from Levy in compliance with Wisconsin Liquor Laws. Guests must be 21 years of age to participate in the sampling with a picture I.D. Bartender fees apply with 4 hour minimums for any sampling events (these fees do not apply to Midwest Foodservice Expo exhibitors who are exhibiting in the Liquid Lounge or Something Special from Wisconsin pavilions).

4. Vendors are responsible for all booth rental fees, electrical, plumbing, drayage and all other Wisconsin Center District services.
5. Storage, Delivery, or Kitchen Use
If you as the Manufacturer, Processor or Distributor require any product storage, delivery, or kitchen use, the following charges may be assessed*:

- $150.00 per Day/Pallet for Refrigerated, Freezer, and Dry Storage.
  - Designated Attendant required for booths that request storage - $150.00 for four hours, $50.00 for each additional hour. Attendant to deliver product when requested.
- $50.00 one-time Handling Fee for 1-4 Skids and $250.00 Handling Fee for 5 or more Skids
- $50.00 Delivery Charge each time Product is delivered (on a 2’x4’ cart) to the Booth/Room.
- $250.00 per Hour for Kitchen Space. Kitchen Space is reserved on a first come, first serve basis with advance approval.
- Additional charge for Rental of Equipment, subject to availability.

* Exhibitors at the Midwest Foodservice Expo may store refrigerated and freezer items in the trailers provided by show management at no charge.

Any Food and/or Beverage products brought from the outside are not the responsibility of Levy Convention Centers or the Wisconsin Center District.

Company Requesting Sampling Permission Information
Midwest Foodservice Expo exhibitors - Fill out and submit this form only if you will be sampling alcoholic beverages and you are not an exhibitor in the Liquid Lounge or Something Special from Wisconsin pavilion.

Show Name
Date of Show Sampling Dates

Company Name and Booth Number and Hall Name
Contact Name       Telephone
Address       City   Zip
Email

Items
Item and reason of distribution, please include quantity, portion size and method of dispensing items

Approved by:         Date:

The company requesting sampling acknowledges they have sole responsibility for the use, servicing or other disposition of such items (including alcoholic beverages) in compliance with all applicable laws. Accordingly, the firm agrees to indemnify and forever hold harmless Levy and The Wisconsin Center District from all liabilities, damages, losses, costs or expenses resulting directly or indirectly from their use, serving or other disposition of such items (including alcoholic beverages).

IMPORTANT:
- Certificate of Insurance and completed Sampling Authorization Form must be sent back to your Show Manager and Levy (levycatering@wcd.org) 14 business days prior to start of the show. Exhibitors not in compliance will be asked to remove item(s) from the facility immediately.