



## EXHIBITOR SAMPLES & FOOD PROMOTION REQUESTS



# EXHIBITOR SAMPLES

Client must advise Centerplate, and the McAllen Convention Center management, of all food vendors/exhibitors wanting to participate in the trade show detailing what food products will be potentially sold or given. Centerplate/MCC management will review list of exhibitors and decision will be made to allow potential exhibitors to participate in the trade show. Centerplate/MCC reserves the right to decline the participation of vendors. Vendors that are approved to participate will incur a participation fee payable to Centerplate of \$200 per day for the duration of expo or trade show.

In order to avoid any misunderstanding or confusion, Centerplate requests that they receive a sample of, or an accurate description of the items to be displayed or given away as samples during a show. An authorization request of sample food and or beverage distribution must be returned to Centerplate at least 14 days prior to the event.

### GUIDELINES:

- Any food vendor wanting to sell packaged food must have the product packaged so the customer cannot eat that product during the show; product must be consumed outside the MCC.
- Exhibitors may provide food samples if doing so is a customary part of the overall event (i.e. food shows, convenience store trade shows, culinary events, etc.) “Bite size” individually wrapped food samples, no more than two (2) ounce, are allowed.
- The serving of generic products (i.e. frozen yogurt, ice cream, popcorn, cookies, coffee, bottled water, etc.) by exhibitors for the purpose of drawing attention to their booth is permitted only when the product being served is purchased from our exclusive caterer.
- If an exhibitor wants to attract exhibitors to his booth by giving away fresh popcorn, the machine and popcorn product must be obtained from our exclusive caterer, Centerplate. Exhibitors are permitted to provide and use their own serving vessels (buckets, tubs, bags) to serve the popcorn. Often times, an exhibitor will provide serving vessels with their logo on them.
- All claims by an exhibitor that the generic product they wish to provide is not offered by our caterer must be verified with the catering sales staff. If it is determined that a product is not available through our caterer, the Event Coordinator will decide whether or not to allow the exhibitor to provide and serve the product.
- Distribution of individual pieces of hard candy or chocolate mints from any source is allowed.
- Samples of non-alcoholic beverages may be distributed on sight only under the following conditions:
  1. Samples are served for “on the spot consumption”
  2. Sample sizes are two (2) ounces or less
  3. The product is the brand name of exhibitor or is distributed by the exhibitor.
- Service of any alcoholic beverage must be arranged through our exclusive caterer.
- Arrangements for the receiving and storing of products approved for sampling must be coordinated through our exclusive caterer.
- Requests for permission to serve food and/or beverage samples outside of these parameters must be submitted in writing to Centerplate’s General Manager no later than 14 days prior to the event. The written request must come from the customer (licensee), and must obtain the name of the exhibitor(s) or sponsor(s), and the product(s) to be served (bottled water, candy, cookies, popcorn, yogurt, soda, coffee, etc.).

\* *FOR ADDITIONAL INFORMATION PLEASE CONSULT THE MCALLEN CONVENTION CENTER’S “OPERATIONAL POLICIES” WHICH CAN BE FOUND ONLINE AT [WWW.MCALLENCONVENTIONCENTER.NET](http://WWW.MCALLENCONVENTIONCENTER.NET) OR CONTACT CENTERPLATE AT 956-681-3863.*