MONONA
CATERING

Dear Exhibitor,

We would like to introduce ourselves as the on-premise caterer at Monona Terrace and let you know we are here to assist you with any food and beverages needs you may have, as well as any sampling questions that may arise.

Attached you will find and Exhibitor Order Form for any services you may need from Monona Catering during your show. Please call us direct before completing the form, so we may answer questions and guide you through the process.

If you will be offering free samples of any food or non-alcoholic beverage during the show, the following policies apply (see attached Sampling Guidelines):

> **An exhibitor may dispense or serve a free sample of a food product, non-alcoholic beverage, or other type of product at an Event in the Convention Center provided the product is one that made or sold in the regular course of business by the exhibitor**. In the event an exhibitor wishes to dispense alcoholic beverages, special conditions apply and arrangements must be made in advance with Monona Catering.
>
> **Exhibitors authorized to offer sample food and beverage product must sign a hold-harmless agreement**, indemnifying both the City of Madison and Monona Catering from any claims for injury or illness that may arise from said activity. Monona Catering's food license and insurance will specifically not be in effect, unless said exhibitor wishes to hire Monona Catering staff to handle their allowable sampling.

The attached Hold-Harmless Waiver must be completed and returned to Monona Catering 14 days prior to the start of your show to assure the approval of the listed sampling items. The waiver may be mailed to Monona Catering, One John Nolen Dr., Madison, WI 53703 or faxed to 608-261-4023. Should any of the listed items be disallowed, Monona Catering will notify you as quickly as possible, once waiver has been received in our office.

As you are setting-up for the show, we will be available from any house phone by dialing 4040, to assist with food and beverage related questions. Thanks for your cooperation and have a great show!

Sincerely,

Monona Catering

Attachment(s)

Sampling Guidelines for Monona Terrace

Exhibitors may only distribute free samples of a food or non-alcoholic beverage that is made or sold in the ordinary course of business of the exhibitor. These samples must not exceed 2 ounces of food or 3 ounces of beverage. If the 2 ounces of food is the normal full portion or the item being sampled is a candy bar, granola bar, or like item, then the portion should be cut in half so as to truly represent a taste sample.

Exhibitors authorized to distribute free samples must sign a hold harmless agreement, indemnifying both the City of Madison and Monona Catering from any claims for injury or illness that may arise from said activity. Proper liability insurance must be supplied by said exhibitors.

The request to distribute free samples must be submitted in writing to Monona Catering at least 14 days prior to the opening of the event with precise product descriptions, along with the executed hold harmless agreement.

Due to state regulation, should an exhibitor wish to distribute alcoholic beverage samples, they must purchase all alcoholic beverages from Monona Catering. The distribution of this product must be directly supervised by a State of Wisconsin licensed bartender, whether that person is a Monona Catering employee or representative of the exhibitor. Should this person be a representative of the exhibitor, a copy of their bartender license must be on file with Monona Catering prior to the opening of the event. Additionally, a copy of the exhibitor's liquor liability insurance indemnifying both the City of Madison and Monona Catering from any claims, as a result of the service of alcohol by their employees or representatives, will be required.

Should an exhibitor wish to distribute food or beverage products that are not made or sold in the ordinary course of their business, these products must be ordered through Monona Catering. If the exhibitor is handling the distribution of these products, then compliance to all regulations set forth by the Wisconsin Department of Health for proper food handling will be adhered to via the supervision of Monona Catering.

Monona Catering reserves the right to terminate the distribution of any samples should it be in violation of Federal, State, County, or City laws relating to food and beverage handling or if deemed necessary for public safety reasons.

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Signed Copy must be on file with Monona Catering 14 days prior to event.
Fax to 608.261.4023

Samples may not exceed the following ounces:

Food: 2 oz **Non-alcoholic beverage: 3oz**

HOLD HARMLESS WAIVER

I, _____, representing the following Individual's Name, organization, corporation, or individual, agree to hold Monona Catering, LLC, harmless from any circumstances arising from the non-standard operating procedure you have requested Monona Catering, LLC, to perform or permit.

Description of Request:

Distribution of food/beverage samples at exhibit booths during

Show Name:_____ **Show Date:**_____

Distribute samples of:

_____

_____

Monona Catering reserves the right to terminate the distribution of any samples should it be in violation of Federal, State, County, or City laws relating to food and beverage handling or if deemed necessary for public safety reasons.

Organization/Corporation:

_____ _____
Company Name – please print Type of Business

_____ _____
Address Phone

_____ _____ _____
Representative's Signature Title Date

For Monona Catering, LLC:

_____ _____ _____
Representative's Signature Title Date

Monona Terrace
Tradeshow Sampling of Alcoholic Beverages

You must be a licensed Wisconsin manufacturer, rectifier, brewer or wholesaler of alcoholic beverages as noted below

Wisconsin Statute(s) 125.70; 125.33(2)(o) – manufacturers, rectifiers, brewers and wholesalers may provide, free of charge, taste samples at Class B premises to persons of legal drinking age who are attending the trade show of a bona fide national or statewide trade association that derives income from membership dues of Class B licensees; any product brought to the premises under this provision must be removed at the close of the trade show.

1. **Exhibitor must provide Certificate of Liability Insurance naming Monona Catering as an additionally insured.**
2. **All samples must be limited to the following ounces of product:**
   Beer & NA Beverages – 3 oz Wine – 2.5 oz Spirits – ¾ oz
3. **Alcoholic beverages for sampling under this provision <u>should not</u> be invoiced to Monona Catering; must arrive on-premise immediately prior to the tradeshow; and be removed immediately following the tradeshow.**
4. **Leftover product at the end of the Tradeshow may not be given away while at Monona Terrace.**
5. **Fees will apply for all alcoholic beverages used in sampling.**
6. **Alcoholic Beverages may only be served by and to guests 21 years of age and older.**
7. **All required paperwork must be on file with Monona Catering 14 days prior to show.**
8. **Monona Catering reserves the right to terminate the distribution of any samples should it be in violation of Monona Catering Operating Policies, Federal, State, County, or City laws relating to food and beverage (to include alcohol) handling or if deemed necessary for public safety reasons.**

Company Name_____

Tradeshow Name:_____ Date of Tradeshow:_____

Alcoholic Beverages Offered for Sampling:

_____

Printed Name of Company Representative:_____

Signature:_____ Date:_____

Signed copy must be on file with Monona Catering 14 days prior to show. Fax to 608.261.4023

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Samples may not exceed the following ounces:

Alcohol: Beer-3 oz. Wine-2 ½ oz. Spirits - ¾ oz

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Organization/Corporation:

_____ _____
Company Name – please print Type of Business

_____ _____
Address Phone

_____ _____ _____
Representative's Signature Title Date

For Monona Catering, LLC:

_____ _____ _____
Representative's Signature Title Date