



## Sampling made simple:

Welcome to the Alliant Energy Center. As a full-service facility, we recognize the positive impact that food and beverages can have on an event. Our exclusive food and beverage provider, Centerplate Catering, will allow vendors or exhibitors that produce/distribute food or beverages to distribute samples under the following guidelines:

- ***Food & non-alcoholic samples must be fundamental to the requesting Vendor / Exhibitor's business.***
- ***Food samples are bite size – not to exceed 3oz.***
- ***Non-Alcoholic Beverages – 2-3oz.***
- ***Sample Food Waiver & Release from Liability form is on file for each approved vendor/exhibitor***

## Alcohol Samples:

As the liquor license holder for the Alliant Energy Center, any alcoholic beverages require Centerplate involvement and submission of a separate form. Alcohol cannot be donated.

- ***The sample must be fundamental to the requesting Vendor/Exhibitor's business.***
- ***Alcoholic Beverages sample sizes: Liquor < .5oz, Wine < 2oz, Beer < 3oz.***
- ***All products must be handled through a licensed distributor or if you qualify as a Small Operation/Self Distributer, you must provide a copy of your license.***
- ***Additional fees will apply including invoice reimbursement, handling fees, and applicable facility fees, which will be charged based on the type and quantity of product.***

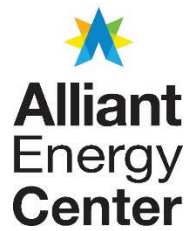
## Pre-approval:

Event promoters should send a list or Excel spreadsheet to [sales@alliantenergycenter.com](mailto:sales@alliantenergycenter.com) & [Justin.prey@centerplate.com](mailto:Justin.prey@centerplate.com) with the following information:

***Food & non-alcoholic beverages: Vendor/Exhibitor name, booth number, & sample request in detail.***  
***Alcohol sampling: Contact name, booth number, Vendor/Exhibitor phone number, Vendor/Exhibitor email address, and the listing of products to be sampled.***

## Approval:

A ***Confirmation Form*** will be returned to the Event Promoter listing the vendors and products that have been approved. A Completed ***Sample Waiver & Release from Liability Form*** must be on file for each sampling vendor.



## Requirements for selling food or beverages from your booth purchased through an event at the Alliant Energy Center:

- All vendors and any items being sold must be pre-approved by Centerplate. No vendors or additional items will be added within 10 business days prior to the event.
- All vendors must meet health department inspection guidelines.  
<http://www.publichealthmdc.com/environmental/food/tempfood.cfm>
- All vendors must present a certificate of insurance naming Centerplate Catering and Alliant Energy Center as additional insured.  
\$1,000,000 General Liability / \$500,000 Workers Compensation – if applicable

## Concessions Fee owed to Centerplate Catering:

- If you are selling food or beverages at a One (1) day event the vendor pays \$125.00
- Two – Three day event vendor pays \$250.00
- Four + days Vendor pays \$400.00
- Special Events and full facility events as negotiated with promoter

Electrical is an additional cost and must be ordered in advance.

[https://danecoaec-web.ungerboeck.com/coe/coe\\_p1\\_all.aspx?oc=10&cc=ORDER](https://danecoaec-web.ungerboeck.com/coe/coe_p1_all.aspx?oc=10&cc=ORDER)

_____	_____	_____
Company Name	Booth #	Todays Date
_____		
Requested Product for Selling		
_____		
_____	_____	
Contact Name	Print Contact Name	
_____		
_____	_____	
Phone #	Email	

- A completed copy of this form must be on file prior to the opening of the show.

Return to: [Justin.prey@centerplate.com](mailto:Justin.prey@centerplate.com) & [sales@alliantenergycenter.com](mailto:sales@alliantenergycenter.com)

_____	_____
Centerplate Approval Signature	Date
_____	
_____	_____
Amount Due	Date Due



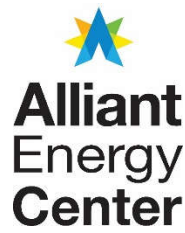
## Sampling of Alcoholic Beverages:

- Sample must be fundamental to the requesting Vendor/Exhibitors business.
- Alcoholic Beverage sample sizes: Liquor < .5oz. / Wine < 2 oz. / Beer < 3 oz.
- All samples must be approved in writing by Centerplate Catering at least 10 business days prior to the event.
- All products must be handled through a Licensed Distributor (i.e. General Beverage or Frank Distributors)
- If you qualify as a Small Operation/Self Distributor, you must provide a copy of your license.
- A Self Distributor must deliver product with supporting invoices with the AEC delivery address of 1919 Alliant Energy Center Way, Madison WI 53713, along with their W9 document for proper payment.
- A Centerplate licensed Alcohol Supervisor is required @ \$25.00 per hour.
- All service equipment and staff to be provided by Vendor/Exhibitor.
- Any deviation from these requirements and vendor/exhibitor will be charged full retail cost of product.
  
- Invoice reimbursement and applicable facility fees will be charged based on the type and quantity of product indicated below. No restocking of product during the event.

_____	_____	_____
Company Name	Booth #	Today's Date
_____	_____	_____
Requested Product for Sampling	Total Amount of Product to be invoiced	
_____	_____	
Contact Name	Print Contact Name	
_____	_____	
Phone #	Email	

• A completed copy of this form must be on file prior to the opening of the show.  
Return to: [Justin.prey@centerplate.com](mailto:Justin.prey@centerplate.com) & [sales@alliantenergycenter.com](mailto:sales@alliantenergycenter.com)

_____	_____
Centerplate Approval Signature	Date
_____	_____
Amount Due	Date Due



## Sample Food Waiver and Release from Liability

By signing the waiver \_\_\_\_\_  
Name of Business

Release's Centerplate Catering and the Alliant Energy Center from any liability with regard to possible spoilage or food-borne illness from food or beverage samples provided at:

\_\_\_\_\_ Event Name \_\_\_\_\_ Event Date

\_\_\_\_\_ Booth #

All guidelines for Food Sampling provided by Public Health Madison and Dane County will be followed. <https://www.publichealthmdc.com/documents/FoodSamplingGuidelines.pdf>

\_\_\_\_\_ Contact Signature \_\_\_\_\_ Print Contact Name

\_\_\_\_\_ Phone # \_\_\_\_\_ Email

- A completed copy of this form must be on file prior to the opening of the show.

Return to: [Justin.prey@centerplate.com](mailto:Justin.prey@centerplate.com) and [sales@alliantenergycenter.com](mailto:sales@alliantenergycenter.com)