



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, Sodexo Live! 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 Sodexo Live! 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 & Justin.prey@sodexo.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.



Sample Food Waiver and Release from Liability

By signing the waiver _____
Name of Business

Release's Sodexo Live! Catering and the Alliant Energy Center from any liability regarding 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 before the show opens.

Return to Justin.prey@sodexo.com and sales@alliantenergycenter.com



DO YOU WANT TO SELL FACTORY SEALED &
PACKAGED FOOD OR BEVERAGE FROM YOUR
BOOTH?

IF SO, YOU NEED TO PAY THE CONCESSION FEE.

Sodexo Live! Guidelines

You must meet health department inspection guidelines.

<http://www.publichealthmdc.com/environmental/food/tempFood.cfm>

Public Health Madison:

1. You must meet health department inspection guidelines.
2. You must carry adequate liability insurance with Sodexo Live! and Alliant Energy Center as additional insured both at address on bottom of page.
 - 1,000,000 General Liability
 - 500,000 Workers Compensation
3. If you are selling factory sealed and packaged food or beverage which can be consumed on-site, **\$500 is the flat fee**. If you are selling food or beverage that is factory sealed in bulk and meant for offsite consumption a fee of **\$250** will apply. Selling factory sealed and packaged food or beverage items must be fundamental to your business. Example: Protein powder company selling or sampling protein powders. If it is an item meant for off site consumption it must be factory sealed in bulk and clearly meant to be taken off site and consumed.
4. If you are selling bottled, packaged items or seasoning for off-premises consumption, or are handing out samples, please contact Sodexo Live! for filling out applicable forms.
5. Payment will be collected by the Sodexo Live! management.
6. You must order any power needs directly through Alliant Energy Center exhibitor services or the show.

Company Name _____

Booth # _____ Contact _____

Item to be SOLD _____

Items to be Sampled _____

Show you will be at _____

Please mail or fax this form to:

Sodexo Live!

Attn. Justin Prey

1919 Alliant Energy Center Way

Madison, WI 53713

Phone: 608-661-0525

Fax: 608-661-0552

Email justin.prey@sodexo.com