



## EXHIBITOR SAMPLES & FOOD

### PROMOTION REQUESTS

Client must advise OVG 360 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. OVG 360 /MCC management will review list of exhibitors and decision will be made to allow potential exhibitors to participate in the trade show. OVG 360 /MCC reserves the right to decline the participation of vendors. Vendors that are approved to participate may incur a participation fee payable to OVG 360 of \$200 per day for the duration of expo or trade show. In order to avoid any misunderstanding or confusion, OVG 360 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 OVG 360 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, OVG 360. 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 OVG 360'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.CONVENTIONCENTERDISTRICT.COM](http://WWW.CONVENTIONCENTERDISTRICT.COM) OR CALL 956-681-3800.





Authorization Request Sample  
Food & Beverage Distribution

OVG 360 has exclusive food and beverage distribution rights at the McAllen Convention Center. Exposition sponsoring organizations and/or their exhibitors may distribute sample food and/or beverage products ONLY upon written authorization.

GENERAL CONDITIONS:

- Food vendors of any kind (juice, candy, jerky) may be assessed a \$200.00 charge per day to sell product during the show. This fee is payable to OVG 360 .
- Items dispensed are limited to products manufactured, processed, or distributed by exhibiting firm in a trade show.
- All items are limited to SAMPLE SIZE:
  1. Non-alcoholic beverages are limited to 2 oz. maximum
  2. Food items limited to two (2) ounce portions
  3. Food and/or beverage items used as traffic enhancements (candy, popcorn, coffee) MUST be purchased from OVG 360 .

Company Name \_\_\_\_\_ Booth# \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State Zip \_\_\_\_\_

Contact \_\_\_\_\_ Title \_\_\_\_\_ Cell \_\_\_\_\_

Products you wish to distribute: \_\_\_\_\_

Size of portion to be distributed: \_\_\_\_\_

Proposed method of distribution: \_\_\_\_\_

Purpose of offering samples: \_\_\_\_\_

Services Required: Charges will be assessed

Storage: No / Yes If yes, approximate amount \_\_\_\_\_ cubic feet

\_\_\_\_\_ Freezer \_\_\_\_\_ Refrigerator \_\_\_\_\_ Dry storage \_\_\_\_\_ Ice

\_\_\_\_\_ Kitchen Preparation \_\_\_\_\_ Dispensing or Servicing equipment Spectra

reserves the right to make changes when deemed necessary.

Please complete this form in its entirety and return to: Norma.zavala@oakviewgroup.com

Approved: \_\_\_\_\_

