

**AAPM 2016** JUL 31–AUG 4



COMMUNICATING OUR VALUE.  
IMPROVING OUR FUTURE.

**58<sup>TH</sup> ANNUAL MEETING & EXHIBITION | WASHINGTON, DC**

# 2016 BOOTH CATERING MENU



*A 22% Service Charge and 10% Food Sales Tax & 5.75% Non-Food Sales Tax will be charged on all orders.  
All orders are subject to a \$65 Delivery Fee per delivery service. Prices are subject to change without notice.*

Please note AAPM 2016 Rules:

## Food and Beverage/Catering - Booth Services

- Exhibitors are allowed to provide in booth food and beverages to booth personnel only, with the exception of water.
- Exhibitors are allowed to distribute bottled water or water dispensed from rented water coolers to meeting attendees from within the confines of the Exhibitor's booth space.
- Distribution of food to meeting attendees is not permitted unless it is a product that the company promotes. Cooking or food preparation is not permitted. Products such as individually wrapped candy or mints for consumption are acceptable.

Per the rules of the Convention Center Food and Beverage Services:

- All beverages must be ordered through the Convention Center Food Service.
- Exhibitors WILL NOT be allowed to bring beverages into the building or purchase them from outside caterers.

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Welcome to Washington DC!

Welcome to Washington DC, a world-renowned destination for business and family fun – where the entertainment options are matched only by the warmth and energy of an exciting community.

Centerplate is a leading global event hospitality company, and we are thrilled to be your exclusive hospitality partner at the Walter E. Washington Convention Center.

Our style is collaborative, and our DC team is delighted to work with you to ensure your experience here in this special location is smooth, successful, and enjoyable.

We are committed to delivering the finest food, amenities, and service to both impress your guests and complement your company's goals and reputation.

Much of our success comes from our attention to the important details that create truly welcoming experiences.

From fresh, locally-sourced, and quality ingredients to crisp, sincere, and attentive service, our goal is to provide world-class hospitality for every one of our guests.

Whatever your needs, whether hosting attendee receptions, supplying convenient meals for your booth staff, or creating custom menus for unique occasions, we are dedicated to helping you achieve extraordinary results.

Please give us a call to start the planning process today!  
Here's to your successful event in DC,

*Katrina Huey*

Katrina Huey, Booth Catering Manager  
Centerplate/NBSE  
801 Mt Vernon Place NW Washington DC, 20001  
Katrina.Huey@centerplate.com  
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F: 202-249.3522



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## Exhibitor Catering & Hospitality Services

Centerplate/NBSE is dedicated to providing quality service for all exhibitor shows. With a unique blend of traditional and upscale food and beverage services, we can create an extraordinary catering experience during your show.

The excitement builds as the show draws near your booth or hospitality suite; Why not allow us to help bring the customers to your booth?

The aroma of any of our creative traffic builders is sure to entice everyone to find his or her way to your booth. We can also provide luncheon buffets, boxed lunches or snacks for your staff.

If your booth's size allows, we can provide a reception with gourmet Hors D'oeuvres, fresh seasonal Fruits and Berries or a Chef Attended Station. Along with a wide selection of spirit and specialty beverages that will quench almost any kind of thirst.

Whatever your culinary needs are, we are here to fulfill them, as Centerplate/NBSE is an exclusive catering company, which provides world-class Catering services at the Walter. E. Washington Convention Center here in Washington D.C our Nation's Capital.

We offer a full line of exhibitor and meeting room catering services in the following menus because we know that booth enticements and hospitality services are proven tools for increasing sales at trade shows and conventions. We guarantee exceptional service, quality and presentation.

**\*All services may be provided, pending approval from Show Management Staff\***

**ALL FOOD & BEVERAGE MUST BE PURCHASED THROUGH  
CENTERPLATE/NBSE**

**Outside Food & Beverage is NOT permitted in the Walter E. Washington  
Convention Center**

**Orders must be placed at least 3 weeks prior to Show Dates**



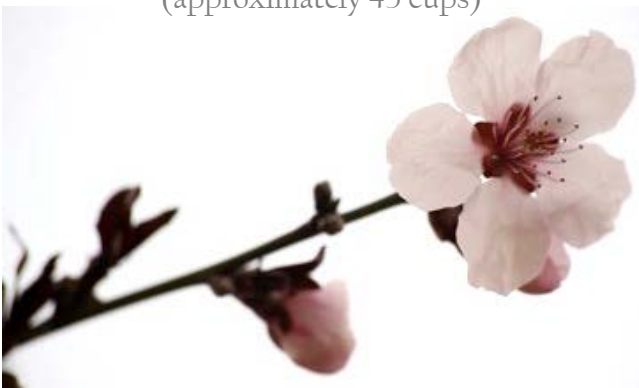
**Phone: (202) 249-3524 - Fax: (202) 249-3522**

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# Refreshments

All beverage services include appropriate condiments and disposable service-ware. Customer is responsible for providing Food/Beverage tables in booth.

Freshly Brewed Coffee Five gallon units (approximately 75 cups)	\$300	Assorted Bottled Juice (Apple, Cranberry, Orange, Grapefruit) By the Case (24)	\$96
Freshly Brewed Decaf Coffee Three gallon units (approximately 75 cups)	\$300	Assorted Sodas (Pepsi Products Only) Includes Regular & Diet By the Case (24)	\$84
Assorted Hot Tea Three gallon units (approximately 45 cups)	\$180	Bottled Spring Water By the Case (24)	\$84
Morning Coffee Package with Our Freshly Brewed Coffee To include three gallons of regular coffee, two gallons of decaf coffee, and one gallon of herbal tea.	\$360	Bottled Sparking Water By the Case (24)	\$96
Freshly Brewed Iced Tea Sweetened or Unsweetened Three gallon units (approximately 45 cups)	\$120	Milk by the Gallon Skim, Whole, 2%	\$18
Lemonade Three gallon units (approximately 45 cups)	\$120	5-Gallon Water Jug For use with Water Cooler	\$25
Fruit Punch Three gallon units (approximately 45 cups)	\$120	Water Cooler Daily Rental Customer responsible for electrical requirements	\$60
		40lbs of Ice Available in lined bin or by the bag	\$20
		20lbs of Ice Available in lined bin or by the bag	\$10



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# Snacks

*All snack services include appropriate disposable service-ware.  
Customer is responsible for providing Food/Beverage tables in booth.*

**Assorted Individual Containers of Yogurt** \$48  
By the dozen

**Layered Yogurt, Granola and Fresh Fruit Cup** \$78  
By the dozen

**Assorted Whole Fresh Fruit** \$36  
By the dozen

**Platter of Chilled Seasonal Fresh Fruits & Berries**  
Served with honey yogurt dipping sauce  
Serves 15 \$120  
Serves 25 \$200

**Platter of Market Vegetables** \$97.50  
Serves 15  
Served with buttermilk ranch dipping sauce

**Grilled Vegetable Platter** \$187.50  
Serves 25  
Assorted Grilled Seasonal Market Vegetables  
Served with Balsamic Vinaigrette

**Antipasto Platter** \$12  
Per Person  
Black, Green and Greek Olives, Pepperoncini, Marinated Mushrooms, Artichokes, Assorted Italian Meats & Cheeses  
Tomato Bruschetta served with an array of whole and sliced Baguettes

**Assorted Candy Bars** \$48  
By the dozen

**Chewy Granola Bars** \$36  
By the dozen

**Assorted Dessert Squares – Raspberry Cheesecake Swirl, Pecan and Lemon** \$48  
By the dozen

**Individual Bags of Potato Chips and Pretzels** \$33  
By the dozen

**Trail Mix Bags** \$42  
By the dozen

**Trail Mix** \$35  
By the pound

**Tri-Colored Tortilla Chips with Salsa & Guacamole** \$50  
Serves 10

**Spinach Dip with Pita Chips** \$80  
Serves 15

**Premium Mixed Nuts** \$32  
Serves 10



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# Fresh from the Bakery

*All baked goods include appropriate condiments and disposable service-ware. Customer is responsible for providing Food/Beverage tables in booth.*

<b>Assorted Muffins</b> <b>\$48</b> By the dozen	<b>Rice Krispy Treats</b> <b>\$42</b> By the dozen
<b>Assorted Bagels</b> <b>\$48</b> <b>Served with Plain Cream Cheese</b> By the dozen	<b>Soft Pretzels Served Warm</b> <b>\$60</b> <b>with Spicy Dijon Mustard</b> By the dozen
<b>Mini Fruit &amp; Cheese Danishes</b> <b>\$48</b> By the dozen	<b>Assorted Chocolate Dipped</b> <b>\$120</b> <b>Strawberries</b> By two dozen
<b>Fresh Baked Croissants</b> <b>\$48</b> By the dozen	<b>Assorted Cupcakes</b> By the dozen <b>Without Custom Logo</b> <b>\$72</b> <b>With Custom Logo</b> <b>\$84</b>
<b>Assorted Breakfast Bakeries</b> <b>\$48</b> (Muffins, Danish, & Croissants) By the dozen	<b>Half Sheet Cake</b> <b>\$225</b> <b>with/without Custom Logo</b> (Serves Approx. 40pp)
<b>Assorted Gourmet Biscotti</b> <b>\$48</b> By the dozen	<b>Full Sheet Cake</b> <b>\$425</b> <b>with/without Custom Logo</b> (Serves Approx. 80pp)
<b>Freshly Baked Assorted</b> <b>\$38</b> <b>Gourmet Cookies</b> (Chocolate Chip, Oatmeal Raisin, and Macadamia) By the dozen	
<b>Assorted Brownies</b> <b>\$38</b> By the dozen	



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# Lunch Options

All lunch services are served with disposable plates, cutlery, napkins and appropriate condiments.



## ASSORTED SANDWICHES AND WRAPS

Tuna on Kaiser  
Grilled Chicken Wrap  
Grilled Veggies on Focaccia  
(Serves 12) **\$144**  
(Services 25) **\$300**

## ASSORTED CROISSANT PLATTER

Ham with Brie Cheese  
Shaved Turkey & Cranberry Butter  
Roast Beef with Swiss Cheese  
Alfalfa Sprouts with Boursin Cheese  
(Serves 12) **\$160**  
(Serves 25) **\$320**

## SANDWICH SELECTION

Ham on White Bread  
Smoked Turkey on Whole Wheat  
Roast Beef on Rye  
Salami on White Bread  
Fresh Mozzarella, Basil & Tomato  
Served with Chef's Selection of Cheeses  
(Serves 12) **\$144**  
(Services 25) **\$300**

## WALK AROUND WRAPS

Smoked Turkey, Boursin Cheese, Arugula,  
Diced Red Onion, Avocado and Tomatoes  
Asian Shaved Beef, Cabbage Slaw and Miso  
Dressing  
Marinated Grilled Chicken, Garden  
Vegetables and Creamy Ranch  
Grilled Vegetables, Fresh Spinach and  
Balsamic Vinaigrette  
(Serves 12) **\$144**  
(Services 25) **\$300**

## Lunch Platter Accompaniments

Platters serve approximately 25 guests

### Harvest Garden Salad **\$125**

Bowl of Garden Fresh Market Greens with Red Onion, Carrots and Tomatoes, Choice of Dressings to Include Italian, Buttermilk Ranch and Bleu Cheese

### Classic Caesar Salad **\$125**

Bowl of Traditional Caesar Salad with Romaine Heat Lettuce, Garlic Croutons, and Parmesan Cheese Served with Caesar Dressing

### Red Skin Potato Salad or **\$125**

Pasta Salad Primavera  
Bowl of Red Skin Potato Salad or Rotini Pasta Salad

### Warm Crab and Artichoke Dip **\$195**

Chesapeake Crab and Artichoke Heart in Cream Cheese/Parmesan Crust & Pita Chips

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# Box Lunches

All Boxed Lunches include an individual bag of chips, whole fruit, gourmet cookie, condiments and bottled water.

## TRADITIONAL BOX LUNCH

Traditional **\$24.00**

Served on a soft potato bun

Choose one Sandwich from the list below:

- Roast Beef and Cheddar
  - Turkey and Swiss
  - Ham and Swiss
  - Grilled Vegetables
- With sun dried tomato and hummus spread

## GOURMET WRAP BOX LUNCH

Gourmet Wrap **\$26.00**

Choose one Sandwich from the list below:

- Chicken Santa Fe
- Pepper Jack cheese, sweet corn relish and fresh cilantro
- BBQ Beef
- Cheddar cheese, tomato marmalade and iceberg lettuce
- Smoked Turkey
- Provolone, cranberry mayonnaise and mesclun greens
- Grilled Vegetables
- Herb cream cheese, portobello, tomatoes and asparagus

## GOURMET SALAD BOX LUNCH

Gourmet Salad **\$26.00**

Choose one Salad from the list below:

- Chicken Caesar Salad
- Crisp romaine lettuce, grilled chicken breast, Parmesan cheese and garlic croutons. Traditional Caesar dressing
- Greek Salad
- Feta cheese, cucumbers and tomatoes with romaine lettuce. Golden Italian dressing
- Black Pepper and Lemon Tuna Salad
- Baby spinach, cucumbers, tomatoes and boiled eggs.
- Balsamic dressing
- Southwestern Vegetables
- Black beans, cheddar cheese, peppers and onions.
- Ranch dressing

## DELICATESSEN BOX LUNCH

Delicatessen **\$27.00**

Served on a ciabatta roll

Choose one Sandwich from the list below:

- Lemon Pesto Chicken
- Provolone, red leaf lettuce and sliced tomatoes
- Tuscan Turkey and Provolone
- Red pepper aioli and sliced olives
- Italian Deli – Mortadella, Salami and Capicola
- Sweet pepper relish and basil
- Roast Beef with Horseradish Sour Cream
- Jardinière vegetables
- Tomato and Fresh Mozzarella
- Artichoke tapenade

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## Hors D'Oeuvres

All chilled Hors D' Oeuvres are served with disposable plates,  
cutlery, napkins and appropriate condiments.  
(Priced per 100 pieces ONLY)



### COLD

Iced Jumbo Shrimp with Cocktail Sauce and Lemons	\$650.00
Beef Tenderloin with Stone Ground Mustard	\$700.00
Smoked Salmon on Crispy Potatoes with Capers Berries	\$600.00
Maryland Crab Salad in Mini Bouchee	\$700.00
Prosciutto-wrapped Melon	\$500.00
Parmesan Crostini with Baby Tomato, Mozzarella & Basil	\$600.00
Grilled Artichoke, Olive & Red Pepper Focacini	\$700.00
Brie Canapé, Raspberry & Honey Glazed Pecans	\$600.00
Belgian Endive with Gorgonzola Cheese Mousse & Pecans	\$500.00
Curried Chicken Tart	\$500.00
Stuffed Grape Leaves	\$500.00
Bruschetta with Goat Cheese, Black Olive Tapenade, Roasted Pepper	\$500.00

### HOT

Chicken Quesadilla with Jalapeno Bacon	\$425.00
Gruyere and Leek Quiche	\$450.00
Pear and Brie in Phyllo	\$500.00
Asian Chicken Satay	\$600.00
Macaroni and Cheese Popper	\$475.00
Chicken Macadamia Skewer	\$600.00
Lobster Cobbler	\$700.00
Chicken & Lemongrass Pot Sticker	\$550.00
Goat Cheese & Mushroom Egg Roll	\$475.00
Spanakopita	\$425.00
Orange Chicken Spring Roll	\$450.00
Rosemary Chicken Brochette	\$600.00
Mini Maryland Crab Cakes	\$700.00
Gorgonzola Cheese Wellington with Pancetta	\$600.00
Peking Duck Chop Sticks	\$650.00
Asian Shrimp Chop Sticks	\$650.00

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**Beverage Hospitality Services**

The following special beverage services can be ordered  
for your Exhibit Booth.

To reserve a Meeting Room for your Reception, please check with show management for available space.

**Deluxe Spirits**

New Amsterdam Vodka, Bombay Original Gin, Bacardi Superior Rum, Jose Cuervo, Especial Tequila, Dewar's White Label Scotch, Jack Daniel's Whiskey, Seagram's 7, Crown Whiskey, Hennessy V.S. Cognac, Martini & Rossi Vermouth, DeKuyper Triple Sec, DeKuyper Peachtree

**Host Bar**

Premium Brand Spirits	\$9.50/drink
Super Premium Spirits	\$10.50/drink
Cordials	\$13.00/drink
Deluxe Champagne	\$9.50/drink
Deluxe Wine	\$7.00/drink
Domestic Beer	\$6.00/drink
Imported Beer	\$7.00/drink
Soft Drinks	\$3.50/each
Fruit Juices	\$4.00/each
Mineral Water	\$4.00/each

Beverages charged on Consumption

One Bartender for every 100 guests is Recommended for this service.

A Bartender Fee of \$168.00 will be applied with a 4 hour minimum for all bar services. (\$42/00 per additional hour)

**Cash Bar**

Premium Brand Spirits	\$9.50/drink
Super Premium Spirits	\$11.00/drink
Cordials	\$13.50/drink
Deluxe Wine	\$7.50/drink
Domestic Beer	\$6.50/drink
Imported Beer	\$7.50/drink
Soft Drinks	\$4.00/each
Fruit Juices	\$4.50/each
Mineral Water	\$4.50/each

Beverages charged on Consumption

One Bartender for every 100 guests is Recommended for this service.

A Bartender Fee of \$168.00 will be applied with a 4 hour minimum for all bar services. (\$42/00 per additional hour)

**INDIVIDUALLY PRICED ITEMS**

*(Beverages are not charged on consumption)*

Pricing Subject to Change

Domestic Case of Beer \$156.00

Imported Case of Beer \$168.00

House Wines by the Bottle (750ml) \$40.00/bottle

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## Exhibitor Favorites

*Tables and Electrical Power needed for any Equipment  
Is be the Responsibility of the Customer*

### TABLE-TOP POPCORN MACHINE RENTAL

**\$675.00 + + (Based on 2 Hours of Service)**

- Includes 2 cases of Popcorn  
(11 packets per case-Packet serves 6-10 guests)
- Salt, Butter, Napkins, and Bags
- Includes 1 Attendant
- Additional cases are \$105.00/case
- Customer is responsible for Electrical Requirements:  
20amp & 120 Volts
- Dimensions: 3 ft long & 1 ft deep



### Cappuccino/Esspresso Machine

**\$1,750.00 + + (Based on 2 Hours of Service)**

- Includes 200 8oz. cups of Beverage
- Includes 1 Attendant
- Additional cups are \$3.75/cup
- Additional Attendant Hours are \$42/hour
- Customer Responsible for Electrical Requirements:  
Two 20 amp (40 amp total) 3-pin earthed plugs
- Table Top version only



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## Sweet Freeze – Liquid Nitrogen Ice Cream

*Homemade Liquid Nitrogen Ice Cream made at your booth!*



### **\$1,750.00 + + (Based on 2 Hours of Service)**

- Includes 350 4oz. servings of Ice Cream and/or Sorbet
  - You can choose two of the following options:
    - Pure Vanilla Bean, Chocolate, Strawberry, Cookies & Cream, Coffee, Mocha, Frozen Hot Chocolate. Sorbets also available: Strawberry or Mango
- Includes 1 Attendant
- Cups, spoons & napkins
- Additional 4oz servings are \$4.00 each
- Additional Attendant Hours are \$42/hour
- Sweet Freeze can be set up in your booth on your counter space or a portable cart can be provided, catering cart is 58.5 X 26 inches
- Customer Responsible for Electrical Requirements: 1 – 110vt.
- Customer may provide bowls and napkins with their customized logo. Additional charges may apply for servings over 4oz.

### **Add Ice Cream Sundae Bar toppings– Make your own Sundae with**

- Level 1: Served with Homemade Hot Fudge, Caramel Sauce, Toffee, Roasted Almonds and Oreo Cookie Crumbs – (up-charge of \$1.80 per person)
- Level 2: Homemade Brownies, Triple Chocolate Chip Cookies, Hot Fudge, Caramel Sauce, Strawberry Sauce, Toffee, Roasted Almonds and Pecans, Oreo Cookie Crumbs, Whipped Cream, M&M's, Sprinkles, and Reese's™ Peanut Butter Cups Chocolate Chips – (up-charge of \$2.95 per person)

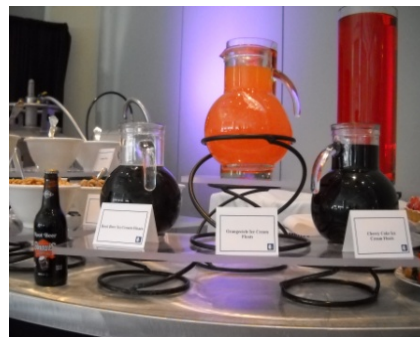
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## Sweet Freeze – Liquid Nitrogen Floats Station

*Homemade Liquid Nitrogen Root Beer and Orangesicle Floats made at your booth!*

**\$1,500.00 + + (Based on 2 Hours of Service)**

- Includes 250 7oz. Float servings
  - All Floats come with Pure Vanilla Bean Ice Cream and your choice of either Root Beer or Orange Soda. You can also request Chocolate Ice Cream on special order.
- Includes 1 Attendant
- Cups, spoons & napkins
- Additional 7oz servings are \$4.00 each
- Additional Attendant Hours are \$42/hour
- Sweet Freeze can be set up in your booth on your counter space or a portable cart can be provided
- No Electrical Requirements are needed
- Customer may provide cups and napkins with their customized logo.  
Additional charges may apply for servings over 7oz.



## SWEET FREEZE SMOOTHIES

**\$1,750.00 + + (Based on 2 Hours of Service)**

- Includes 250 7oz. Cups of Freshly Made Fruit Smoothies, Cups, and Napkins
- Flavors Include 2 of the Following:  
Strawberry-Banana, Mango, Blueberry, Coffee or Pina Colada
- Additional Hours: \$40.00/Hour (Over 2 Hours)
- Additional Cups (over 250): \$5.25 + + / 7oz. Cup
- Customer is Responsible for Electrical Requirements in Booth (120 V, 2 20-amps)
- Customer May Provide Cups with their Own Logo:  
Additional Charges will be applied to cups over 7oz.



## SWEET FREEZE MARGARITA/DAIQUIRI CART

**\$3,000 + + (Based on 2 Hours of Service)**

- Includes 300 5 oz. Made-to-Order Alcoholic and Non-Alcoholic Margaritas/Daiquiris, Cups, and Napkins
- Additional Hours: \$42.00/Hour (Over 2 Hours)
- Additional Cups (over 300): \$7.50 + + / 5oz. Cup
- Customer is Responsible for Electrical Requirements in Booth (120 V, 2 20-amps)
- Customer May Provide Cups with their Own Logo: Additional Charges will be applied to cups over 5oz.



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# EXHIBITOR CATERING ORDER FORM



## Meeting Information

Name of Meeting/Event:

Date of Meeting/Event:

Time of Event (Start-End):

Meeting Room/Booth #:

Estimated Attendance:

Name of Function:

## Food Order (spell out all details or order)

## Beverage Order (spell out all details or order)

## Event Contact

Name:

Organization:

Address:

City, State & Zip:

Phone:

Email:

*Signature:* \_\_\_\_\_

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**Centerplate**  
MAKING IT BETTER TO BE THERE SINCE 1929™



### Important Information

*Please take a moment to read our policies*

1. Please type or print clearly.
2. Form must be received no later than three weeks prior to show dates to ensure confirmation. An additional 21% will be added to all prices for orders placed within three weeks of the show.
3. Applicable Service Charge and Sales Tax will be added to subtotal. SERVICE CHARGE MUST BE TAXED.
4. Food Service Contracts will be sent to you confirming order; signed contracts and full payment must be received in our office prior to start of show. No service will commence without full payment prior to show, and credit card information on file.
5. Any replenishment orders during the show must be guaranteed by a major credit card; the balance of charges will be billed to the credit card unless payment is received at the end of the show.

### Additional Information

1. All food and beverages must be ordered through Centerplate/NBSE, the exclusive Caterer at the Walter E. Washington Convention Center.
2. No food or beverages will be permitted into the Convention Center by any exhibitor, installation company, or any other entities hired by exhibiting company without prior approval and written authorization by Centerplate/NBSE. Only exhibitors with booths in the trade show exhibit hall may give away sample portions of the product they manufacture, produce or distribute, and must be show related. Sample sizes must be limited to 4 ounces of non-alcoholic beverages, 2 ounces of alcoholic beverages and 2 ounces of food. No products may be sampled or given away outside of the exhibit hall or inside any meeting rooms of the Walter. E. Washington Convention Center.
3. Orders submitted less than three (3) weeks (21 days) in advance of the first Show Day will be subject to a 21% increase in pricing.
4. All food service ordered must be paid in full prior to any service commencing. We will accept company checks, Visa, Master Card or American Express only. A credit card is required to be on file for any additional services ordered during the show.
5. Please allow a minimum of 45 minutes to one hour for all replenishment requests during the show and up to two hours for any on-site orders.

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6. The exhibitor is responsible for supplying any electricity required for food service, equipment, trash removal from booth, as well as all tables needed for food service.
7. All service will be delivered on disposable ware, except plated meals.
8. Please note that all Food and Beverage prices are subject to applicable Service Charge and Sales Tax.
9. Cancellation on all perishable goods must be made in 72 hours in advance. Any cancellation made within 72 hours is subject to cancellation fee up to the full price of the event.

Katrina Huey, Booth Catering Manager  
Centerplate/NBSE  
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Katrina.Huey@centerplate.com  
P. 202.249.3524  
F: 202-249.3522

**\*\*\*\*Please call to confirm your order has been received if faxed in. A faxed order does not confirm service. \*\*\*\***