



a v e n t u r a  
A PREMIER CATERING COMPANY

## ARIZONA WEDDING SHOW

### PHOENIX CONVENTION CENTER - SOUTH BUILDING

#### FOOD AND BEVERAGE SAMPLING GUIDELINES

By contractual agreement with the City of Phoenix and the Phoenix Convention Center, **AVENTURA is the exclusive food and beverage provider at the Phoenix Convention Center.** Under the terms of this agreement, the Phoenix Convention Center and AVENTURA have established the following guidelines for the serving of food and beverage samples or sales for Exhibits in the South Building.

#### FOOD AND BEVERAGE SAMPLING GUIDELINES

##### A. EVENTS OF THE EXHIBIT TYPE FORMAT WHICH ARE OPEN TO THE GENERAL PUBLIC

1. Exhibitor must occupy a commercial booth space and food or beverage sample shall not be of competing nature with food or beverage offered for sale by AVENTURA.
2. Items dispensed are limited to products manufactured, processed and/or distributed by exhibiting entity.
3. Portion sizes must be of such size as to permit tasting, but not large enough to satisfy thirst or hunger.
4. Promotional items not covered in paragraph (2) above are not permitted.
5. Vendor distributing sample item must have a valid Maricopa County "Temporary Food Service Establishment" permit issued by the Maricopa County Environmental Department. A copy of this permit must be provided to AVENTURA no later than seven days prior to event.

**Entity distributing sample item(s) must contact Maricopa County Environmental Services for a "Temporary Food Service Establishment" permit. If a permit is required by Maricopa County Environmental Services, the vendor must provide a copy of the certificate to Aventura no later than seven (7) days prior to event.**

**Contact Maricopa County Environmental Services at:**

**Phone 602.506.6978**

**Email [specialevents@mail.maricopa.gov](mailto:specialevents@mail.maricopa.gov)**

**Web <https://www.maricopa.gov/FormCenter/Environmental-Services-16/Temporary-Seasonal-Permit-Application-We-87>**

##### B. ALCOHOLIC BEVERAGE SAMPLING

ARAMARK Sports & Entertainment Services, LLC d/b/a Aventura...a premier catering company, as a licensee is responsible for the administration of the sale and service of all alcoholic beverages in accordance with the Arizona Liquor Commissions regulations.

1. Any alcoholic beverage sampling must follow these guidelines:
  - a) **Exhibitor must be a local distributor with an Arizona Liquor Department of Licenses and Control Alcoholic Beverage License.**
  - b) Portion sizes must be of such size as to permit tasting - not to exceed 2-ounce portion.
  - c) Approval from AVENTURA for each exhibitor dispersing alcoholic beverage samples.
  - d) A copy of State of Arizona issued liquor license is required with submittal of sampling form.

#### FOOD AND BEVERAGE SALES GUIDELINES

##### A. FOOD / BEVERAGE SALES (ONLY AVAILABLE IN THE SOUTH BUILDING)

The sale of food & beverage items will be considered for the South Building of the Phoenix Convention Center under the following guidelines:

1. Authorization requests must be submitted to Aventura at least 14 days in advance of the start of the Expo.  
**Authorizations are granted only with a signed and approved request form and payment of concession buy out fees for sales requests. These fees are mandatory for requests to sell food and beverage product only. A \$25.00 late fee will apply for any requests received less than (14) days from start of the event.**
2. The following Buyout fees will be collected in advance:
  - a. 10x10 booth: \$250.00 + tax per event
  - b. 10x20 booth: \$400.00 + tax per event
  - c. 10x30 booth: \$500.00 + tax per event
3. Food and beverage sales shall not be of a competing nature with food and beverage offered for sale by AVENTURA.
4. **Sale of alcoholic beverages is NOT allowed.**
5. Vendor must have a valid Maricopa County "Temporary Food Service Establishment" permit issued by the Maricopa County Environmental Department. A copy of this permit must be provided to AVENTURA no later than seven days prior to event. Vendor must abide by Maricopa County Health Department rules & regulations.

Aventura maintains **exclusive** food & beverage distribution rights with the Phoenix Convention Center and Venues. The sponsor(s) of an exposition(s) and/or their exhibitors may sell food and/or beverage products **only upon written authorization** by Aventura. Aventura maintains the right to change any policy as necessary.

**SELLING GENERAL CONDITIONS**

- 1.) Items sold are limited to products manufactured, processed and/or distributed by exhibiting entity in the tradeshow.
- 2.) Selling of food and/or beverage items requires a concession buy-out fee. This fee must be received by your Aventura Sales Representative prior to the expo or selling will not be permitted. This fee is based on your booth size will be sent to you by your sales representative.
  - a) Alcoholic beverages may NOT be sold.
  - b) Hand washing stations may be required per Maricopa County guidelines
- 3.) Entity distributing selling item(s) must contact Maricopa County Environmental Services for a "Temporary Food Services Establishment" permit. If Maricopa County requires a permit for your food and/or beverage items, you must provide a copy of your issued certificate to Aventura no later than seven (7) days prior to event. Vendor agrees to abide by Maricopa County Health Department rules & regulations.

Contact Maricopa County Environmental Services at:

Phone 602.506.6978

Email [specialevents@mail.maricopa.gov](mailto:specialevents@mail.maricopa.gov)

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Name of Expo ARIZONA WEDDING SHOW

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

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

Email Address \_\_\_\_\_

Product(s) you wish to sell: \_\_\_\_\_

**REQUIRED BUYOUT FEE PER EXHIBITOR PER EVENT – PLEASE CIRCLE YOUR BOOTH SIZE**

10 x 10 booth - \$250.00+tax

10 x 20 booth - \$400.00+ tax

10 x 30 booth - \$500.00+ tax

Credit Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Cardholders Name: \_\_\_\_\_ Signature \_\_\_\_\_

Please Print

**Complete and return this form to:**

**Aventura**

**Attn: Sandy Brown**

100 N Third Street Phoenix, AZ 85004

fax 602.534.8603

email [brown-sandy@aramark.com](mailto:brown-sandy@aramark.com)

**Aventura Use Only**

Signed Approval of Selling: \_\_\_\_\_

Sandy Brown, Aventura Sales Manager