

## EXHIBITOR GENERAL INFORMATION & POLICIES

### BILLING, PAYMENTS, AND CANCELLATIONS

- All prices are subject to change at anytime, this includes menu prices, service charge, and sales tax.
- All food and beverage orders require full payment in advance.
- Full payment of your total estimated charges and signed contract are due in our office two (2) weeks prior to your first scheduled food function.
- Should you decide to cancel any or all of your functions less than one week prior to your event you will be subject to a cancellation fee.
- Full charges will be applied to cancellation of any menu items received within (72) hours, (3 business days), prior to delivery date.
- Event pre-payments and balances with charges less than \$10,000 may be paid by credit card and/or company check.
  - Events with charges greater than \$10,000 must be pre-paid by company check or wire transfer.
  - Please make checks payable to SMG Food and Beverage LLC.
  - Balances greater than \$10,000 will be billed net 30 days.
  - Any invoice which remains unpaid after 30 days will automatically be billed to your credit card.

### EMPLOYEES, SERVICE AND LABOR CHARGES, SALES TAX

- Catering personnel are covered by Union Local 2's collective bargaining agreement
  - Catering employees will deliver food and beverage, service, and clean related areas.
  - Catering personnel are not permitted to perform any general cleaning duties (non-food service related) or act as badge checkers, ticket takers, or security personnel.
- All food and beverage charges are subject to a 22% service charge and 8.5% state sales tax for 2011.
  - The 22% service charge is also taxable under SBOE Regulation #1603
  - Sales tax-exempt organizations are required to provide a copy of their California Franchise Tax Board Certificate of Exemption two weeks prior to the event.

## **EXCLUSIVITY**

- All food and beverage items must be supplied and prepared by Savor...San Francisco, **THIS INCLUDES BOTTLED WATER.**
- No food, beverage, or alcohol will be permitted to be brought into or removed from a San Francisco Convention Facility by the client or any of the client's guests or invitees without written approval by Savor...San Francisco.
- Requests must be received by Savor...San Francisco no less than four (4) weeks prior to the first day of the event.
- Savor...San Francisco reserves the right to assess a charge for such exclusions to exclusivity.

## **ALCOHOLIC BEVERAGES**

- All alcoholic beverage sales and consumption are regulated by the California Alcoholic Beverage Control.
- Savor...San Francisco is responsible for the administration of these regulations.
- Savor...San Francisco requires that all alcoholic beverages be dispensed by only Savor...San Francisco employees or agents.
- A Server is required with all Keg orders.

## **MISCELLANEOUS SAMPLING & DONATED PRODUCTS, TRAFFIC PROMOTERS**

- Savor...San Francisco retains the exclusive right to provide, control and retain all food and beverage services throughout the facility for the events.
- A company/organization may not bring any food, beverages, or alcoholic beverages for use in the Moscone Center.

## **FOOD & NON-ALCOHOLIC BEVERAGE SAMPLING**

All food and beverages samples or traffic promoters brought into the Moscone Center must have approval from Savor...San Francisco in writing prior to the event and adhere to the following guidelines:

- A company/organization may only distribute samples of food and beverage products that the company/organization produces or sells in its normal day-to-day operations. Samples may only be distributed in such quantities that are reasonable with regard to the purpose of promoting the merchandise.
  - Food samples are limited to "bite size" portions (1 oz. or less).
  - Samples of non-alcoholic beverages are limited to a maximum of 2 oz. containers.
- A written description (detailing the product and portion size to be sampled) must be submitted in advance to Savor...San Francisco. Approval of sampling arrangements to the sampling company/organization will be provided in writing only. Please contact your Catering Sales Representative, Jenny Bittner for appropriate sampling form.

- SHOW MANAGEMENT IS RESPONSIBLE FOR SECURING A CITY OF SAN FRANCISCO HEALTH PERMIT, <http://www.sfdph.org/dph/EH/Food/Permits/permitSpecEvents.asp> (415) 252-3811, IN ORDER TO DISTRIBUTE ANY OUSTIDE FOOD AND/OR BEVERAGES.
- EXHIBITORS ARE RESPONSIBLE FOR SUBMITTING ALL RELEVANT PAPERWORK TO BE COVERED UNDER SHOW MANAGEMENT’S PERMIT.
- A company/organization utilizing “Traffic Promoters” (i.e. coffee, bottled water, candy, popcorn, etc.) that compete with products vended by Savor...San Francisco must contact Savor...San Francisco to arrange an appropriate corkage fee. Please contact your Moscone Catering Sales Representative, Jenny Bittner (415) 974-4048 for more information.

**ALL THE AFOREMENTIONED POLICIES WILL BE STRICTLY ADMINISTERED. ANY VIOLATION OF THESE WILL RESULT IN THE REMOVAL OF PRODUCT FROM THE SHOW FLOOR.**

#### **FOOD STORAGE, DELIVERY & PRODUCTION SERVICES**

If an organization requires food preparation, heating, cold or dry storage, or other kitchen services, arrangements must be made no later than three (3) weeks in advance of the start of the event. Charges for these services will be based on the requirements of the arrangements. Please contact your Catering Sales Representative, Jenny Bittner for more information.

- Standard fees for storage, handling, delivery, etc. may be charged where applicable.
- Use of cooking/heating equipment must have prior approval from the building Fire Marshal, 1.415.974.4007.
- Delivery of any foods and any beverages to the facility must be coordinated with your Catering Sales Representative, Jenny Bittner. Savor...San Francisco will not assume responsibility for incorrectly delivered products, damaged products at delivery, or inferior products.

## Savor...welcomes exhibitors of the Design Automation Conference 2012

As the **exclusive** caterer for the Moscone Convention Center,  
we look forward to helping you with all of your food service needs.

This year, we encourage you to “*think outside the booth*”  
and check out some of our new exhibitor services.

Whether you are planning an elaborate “VIP” reception  
or would simply like food services for your staff,  
Savor... will be happy to handle your request.

To receive menus and information please visit our website at

[www.Savorsmgf.com](http://www.Savorsmgf.com)

or fill out this form and fax it to:

Savor...San Francisco  
415-974-4040 phone  
415-974-4074 fax  
[infosf@smgcatering.com](mailto:infosf@smgcatering.com)

Please send me information regarding...

Exhibitor Specialty Items   
Breakfast Options   
Lunch Options   
Dinner Options

Desserts   
Breaks/Snacks   
Receptions   
Bar Packages

I prefer to be contacted by: phone  fax  email

Company \_\_\_\_\_/Booth # \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City/St/Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_

*\*For priority service, orders need to be received three weeks prior to event date.*

# SAVOR... San Francisco



For a full look at our Exhibitor Catering Menu or to place your order online,  
Please visit our website at:  
[www.Savorsmgsf.com](http://www.Savorsmgsf.com)

## EXHIBITOR SERVICES

**Espresso/Cappuccino Coffee Service** - Includes rental of machine(s) and one - three operators  
\$2,000/300 cup service, \$3,100/600 cup service, \$3,800/900 cup service .

**Baked in the Booth Cookies** - Includes rental of small cookie oven, one attendant and 500 cookies.  
Additional cookie dough can be purchased separately. \$1,700

**Smoothies** - Popular blended fruit drink service includes an attendant server. Flavors may include mocha,  
pina colada, strawberry, mango, and banana. \$1,950/300 12-oz. servings.

**Soft Gourmet Pretzels** - Soft, warm pretzels in three flavors: *Bavarian, Asiago Cheese, and Cinnamon-Sugar* \$68/dozen. *Table-top warmer* \$250 for run of show.

**Refrigerated Spring Water Kit** - Refrigerated water dispenser, 5 gallon bottle of Spring Water, cup dispenser  
and 3.5 ounce disposable cup. Set-up included. \$115  
\$37/5 gallon replenishment

**Linens** - Standard white linen. \$6/linen

**Exhibitors MUST supply a table for all services and place all orders for electrical connections through the general service contractor. Please note that all prices are for 2011 and subject to change for 2012.**

BEVERAGES		SNACKS	
Starbucks Reg & Decaf Coffee - gallon	\$70	Imported Beers-6 pack	\$48
Starbucks Hot Teas - gallon	\$70	Domestic/Imported Keg-each	\$650/\$750
Iced Tea or Lemonade - gallon	\$45	Assorted Breakfast Pastries - dozen	\$50
Bottled Water - case/24	\$96	Bagels & Cream Cheese - dozen	\$47
Soft Drinks - case/24	\$96	Jumbo Cookies - dozen	\$43
Bottled Juice - case/24	\$120	Biscotti - dozen	\$31.50
Red Bull or AMP - case/24	\$120	Honey Roasted Peanuts - lb	\$19.50
Gatorade - case/24	\$120	Deluxe Mixed Nuts - lb	\$37
Mineral Water - case/24	\$108	Chips & Dip - per person	\$5
Snapple Iced Teas - case/24	\$120	Tortilla Chips & Guacamole - per person	\$6
Starbucks Frappuccino - case/24	\$144	Pita Bread & Hummus - per person	\$5
House Wine-per bottle	\$37	Jumbo Chocolate Truffles - dozen	\$49
Domestic Beers-6 pack	\$45	Popular Candy Bars - dozen	\$43
		Ghirardelli Chocolate Bars - dozen	\$46.50
PLATTERS			
Import & Domestic Cheese - Serves 100	\$700	Chef's Select Canapes - 150 pcs/Serves 100	\$1,350
Sliced Fresh Fruit - Serves 100	\$700	California "Maki" Rolls - 150 pcs/Serves 100	\$1,350
Deluxe Crudités & Dressing - Serves 100	\$475	Antipasto Tray - Serves 100	\$700
		Charcuterie Board - Serves 50	\$400
CONTACT INFORMATION			

Please visit our website at <http://www.savorsmgsf.com> or contact our  
Catering Sales Department at 1.415.974.4040 Fax your requests to 1.415.974.4074  
We look forward to seeing you in San Francisco!



## FOOD AND BEVERAGE ORDER FORM

### INFORMATION AND POLICIES

Savor.../FMIC holds the exclusive rights to all food and beverage within the San Francisco Convention Facilities (SFCF). No one is allowed to bring food or beverage into the facility without the express written approval of Savor.../FMIC.

The Customer is required to pay for any electrical outlets that may be needed to support their food & beverage service and any decorator items such as pipe and drape, draped tables, etc. A \$15.00 delivery charge will be added to deliveries less than \$100.00.

Savor... will use compostable serviceware on all food and beverage functions held in the SFCF. China service is available at an additional charge. Final guarantees are due three full business days prior to all functions. A 100% non-refundable advance payment is required for any function. MasterCard, Visa and American Express are accepted up to \$10,000.00. Balances over \$10,000.00 must be paid by check or wire transfer. On-site re-orders require advance notice, 45 minutes for beverages, 90 minutes for food.

**For Priority Service, All Orders Must Be Received By Monday, May 21<sup>st</sup>, 2012.**

Show Name: Design Automation Conference, June 4<sup>th</sup>-6<sup>th</sup> 2012 Delivery Date \_\_\_\_\_

Company Name \_\_\_\_\_ Booth/Room # \_\_\_\_\_

Representative (print name) \_\_\_\_\_ Title \_\_\_\_\_

On-Site Contact(s): 1. \_\_\_\_\_ 2. \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone # \_\_\_\_\_ FAX # \_\_\_\_\_

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

**\*\*\*Please fill out and send in the attached credit card authorization form to complete your order.\*\*\***

### FOOD AND BEVERAGE/EQUIPMENT ORDER

<u>START TIME</u>	<u>END TIME</u>	<u>QUANTITY</u>	<u>DESCRIPTION</u>	<u>UNIT PRICE</u>	<u>EXTENDED PRICE</u>
_____	_____	_____	_____	\$ _____	\$ _____
_____	_____	_____	_____	\$ _____	\$ _____
_____	_____	_____	_____	\$ _____	\$ _____
_____	_____	_____	_____	\$ _____	\$ _____
_____	_____	_____	_____	\$ _____	\$ _____

I. FOOD AND BEVERAGE TOTAL \$ \_\_\_\_\_

### SEND ORDER FORM TO:

Catering by SMG  
747 Howard St.  
San Francisco CA 94103  
Phone: 415-974-4040  
Fax: 415-974-4074

II. FOOD/BEVERAGE/EQUIPMENT TOTAL \$ \_\_\_\_\_

A. FOOD & BEVERAGE TOTAL \$ \_\_\_\_\_

B. 22% SERVICE CHARGE OF (A) \$ \_\_\_\_\_

C. SUBTOTAL OF (A) AND (B) \$ \_\_\_\_\_

D. TOTAL DELIVERY CHARGES \$ \_\_\_\_\_

E. SUBTOTAL OF C-D-E \$ \_\_\_\_\_

F. 8.5% TAX (OF F) \$ \_\_\_\_\_

(total of E&F) TOTAL ESTIMATED CHARGES \$ \_\_\_\_\_

**\*Please note that all prices and taxes are subject to change.**

# SAVOR...

## San Francisco

### CREDIT CARD AUTHORIZATION FORM

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EVENT: \_\_\_\_\_ DATE: \_\_\_\_\_

CONTACT: \_\_\_\_\_

COMPANY: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_  
(actual address, please  
do not provide P.O.Box) \_\_\_\_\_

TEL. NO.: \_\_\_\_\_ FAX NO.: \_\_\_\_\_

CELL NO.: \_\_\_\_\_

**TOTAL CATERING SERVICES DEPOSIT:** \_\_\_\_\_ (List of Itemized services to be provided.)

Please sign below to acknowledge you have approved the total catering charges and services which you have ordered and you acknowledge that **SAVOR... San Francisco requires a 100% deposit** prior to the delivery of these services. MC, Visa, AMEX and Discover have a maximum \$10,000.00 limit.

**Client Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

#### PAYMENT:

If paying the deposit by company check, please also include your credit card information to help us expedite any on-site additions.

Type :  Company Check (due two weeks prior to event)  MasterCard  VISA  AMEX  DISCOVER

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Security Code: \_\_\_\_\_ (4 digits on front of AMEX, 3 digits on back of Visa , MC and Discover)

Cardholder's Name: \_\_\_\_\_

Cardholder's Billing Address: \_\_\_\_\_  
(if different from mailing address)  
\_\_\_\_\_

**I authorize SAVOR... San Francisco to charge my card for all Approved Catering Services.**

**Cardholder's Signature:** \_\_\_\_\_

Other representatives authorized to add catering services to this account:

1. \_\_\_\_\_  
(Name) (Signature)

2. \_\_\_\_\_  
(Name) (Signature)