



BEVERAGE AND FOOD SAMPLING REGULATIONS

Items dispensed at Exhibitor's Booths are limited to products manufactured, processed or distributed by the exhibiting firm.

Beverage Sampling Exhibitors

As an exhibitor you can be held legally liable for the safety and sobriety of your customers. You can lower your liability risks by ensuring that each alcohol sample does not exceed AGCO guidelines. Glasses are all marked with ounce measurements – you must not exceed these allowances, which are listed below.

Beverage guidelines:

**One sampling per product per person only.*

***Sampling prices cannot be less than the cost of the product and are calculated by dividing the retail price of the product by the number of samples in it.*

- No over-serving of alcohol will be tolerated under any circumstances.
- 23% alcohol volume or greater, maximum serving 30 ml (1 oz)
- 7% alcohol volume to 23% alcohol volume, maximum serving 60 ml (2 oz)
- Less than 6% alcohol volume, maximum serving 115 ml (4 oz)
- Cash cannot be accepted for food or beverage sampling transactions.
- Free sampling of alcohol is not permitted.

Smart Serve:

For staff that will be serving alcohol on site, we ask that their name and Smart Serve Certification Number be provided prior to opening of the event. Please complete the form on the following page and have this submitted before show open.

Food Sampling Exhibitors:

- Food samples must be morsel or hors d'oeuvres size and be served on a plate no larger than 6 inches in diameter. No full-size portions, sandwiches etc.
- Cash cannot be accepted for food or beverage sampling transactions.

I understand and agree to abide by the above stated information on providing samples and Smart Serve certification details. Failure to comply with alcohol regulations may result in servers and/or booth ejection from the show without warning and without refund.

Company Name:

Signed by (Please Print):

Date:

Signature: