



Sampling made simple:

Welcome to the Alliant Energy Center. As a full service facility we recognize the positive impact that food and beverages can have on an event. Our exclusive food and beverage provider, Centerplate Catering, will allow vendors or exhibitors that produce/distribute food or beverages to distribute samples under the following guidelines:

- ***Food & non-alcoholic samples must be fundamental to the requesting Vendor / Exhibitor's business.***
- ***Food samples are bite size – not to exceed 3oz.***
- ***Non Alcoholic Beverages – 2-3oz.***
- ***Sample Food Waiver & Release from Liability form is on file for each approved vendor/exhibitor***

Alcohol Samples:

As the liquor license holder for the Alliant Energy Center, any alcoholic beverages require Centerplate involvement and submission of a separate form. Alcohol cannot be donated.

- ***The sample must be fundamental to the requesting Vendor/Exhibitor's business.***
- ***Alcoholic Beverages sample sizes: Liquor < .5oz, Wine < 2oz, Beer < 3oz.***
- ***All products must be handled through a licensed distributor or if you qualify as a Small Operation/Self Distributer, you must provide a copy of your license.***
- ***Additional fees will apply including invoice reimbursement, handling fees, and applicable facility fees, which will be charged based on the type and quantity of product.***

Pre-approval:

Event promoters should send a list or Excel spreadsheet to sales@alliantenergycenter.com & Justin.prey@centerplate.com with the following information:

Food & non-alcoholic beverages: Vendor/Exhibitor name, booth number, & sample request in detail.
Alcohol sampling: Contact name, booth number, Vendor/Exhibitor phone number, Vendor/Exhibitor email address, and the listing of products to be sampled.

Approval:

A ***Confirmation Form*** will be returned to the Event Promoter listing the vendors and products that have been approved. A Completed ***Sample Waiver & Release from Liability Form*** must be on file for each sampling vendor.