

MAINE RESTAURANT & LODGING EXPO 2010

GENERAL GUIDELINES FOR POURING AT EXPO

Serving tasting samples of your signature beer, wine and/or liquor can be a valuable marketing tool for exhibitors at the Maine Restaurant & Lodging Expo. We are pleased to have made arrangements so that you may do so at this year's show. Exhibitors pouring alcoholic beverages at the Maine Restaurant & Lodging Expo are required to adhere to the guidelines set forth in this document. Please read the following stipulations carefully and contact us should you have any questions or if you are in need of clarification. Liability concerns coupled with strict and complex Maine alcohol laws make it impossible for us to waiver on any rules related to the service of alcohol at our event. We appreciate your cooperation.

- The Cumberland County Civic Center is the pouring, on-premise licensee. The Maine Restaurant & Lodging Expo operates under their Maine Liquor License.
- All alcohol to be poured at an exhibit booth must be ordered through the Cumberland County Civic Center. You may not bring your own supply.
- You must send your order for the merchandise that you wish to offer as samples to **Matt Drivas, Food & Beverage Director at the Civic Center** by fax to: 207-828-8344, or call Matt at 207-775-3481 Ext. 313. **Orders must be placed at least one week in advance of the show date, no later than March 24th.** Orders will be filled through the Civic Center's normal supply channels for your product. The product will be at the Civic Center for you to claim when you set up your booth.
- You must reimburse the Civic Center for the cost of the alcohol you order for the show. **Payments may be made in advance of the show but MUST be paid no later than the day of booth set-up (03/30/09).** It is imperative that payments be made on time as no alcohol can be released until payment is rendered. You will be invoiced only for the Civic Center's actual cost of the product from the wholesaler plus 7% Maine State Sales Tax. **Please check your product carefully when you pay the invoice to be certain your order is complete and accurate – no more, no less.**
- Any product left over, whether full or partly full, must remain on premise with the Cumberland County Civic Center. It remains the property of the Licensee (Cumberland County Civic Center) not the exhibitor.
- **If you wish to have sample bottles for display only, not sampling, they must be dummy bottles that contain no alcohol.**
- The Cumberland County Civic Center will provide a Civic Center employee/bartender for your booth. **That bartender must pour the alcoholic beverage on behalf of the licensee—the Civic Center.** You may bring your own sample size "logo cups" if you wish to use them. Any other special requests should be made prior to the day of the show.
- Maine Bureau of Liquor Licensing may be present at the show. The Maine Restaurant Association enjoys an excellent relationship with this state licensing agency. We know our exhibitors value their relationship with this agency as well. We appreciate you permitting no activity(ies) at your booth that could tarnish these relationships. **Bringing extra product to the Expo or permitting employees staffing your exhibit booth to consume alcohol on premises is STRICTLY PROHIBITED.** Bartenders working for the licensee will check identification prior to serving samples. Restaurateurs and hoteliers attend the event to learn about and sample new and existing products. We appreciate your assistance in promoting the Expo as a tasting venue.

We will do anything possible to make Expo a great show for you and your company. Please let us know if we may be of further assistance.