

The San Diego Convention Center Welcomes

#aapmr24

November 6th – 9th, 2024

*We look forward to assisting you with all your food and beverage needs during your event.
We offer a unique blend of traditional and upscale food and beverage services.*

Allow us to create an extraordinary catering experience in your booth!

*Please contact Jan Souza, Booth Catering Coordinator at jan.souza@visitsandiego.com to
discuss menu options and current service requirements*

AVOID LATE ORDER FEES:

Ordering Deadline Date is

Friday, October 18, 2024

*Exhibitors who will be providing food and beverage/hospitality in their booth must
order, at their own expense, porter service. Porter service is provided exclusively by
the San Diego Convention Center.*

EXCLUSIVITY

Centerplate Catering holds the exclusive contract for food and beverage at the San Diego Convention Center. **NO OUTSIDE FOOD & BEVERAGE IS PERMITTED.**

This includes bottled water and displays of candy. Centerplate reserves the right to assess a corkage fee for exceptions to our policies. Please review our food and beverage policy stating our guidelines and contact the catering department for further information.



SAN DIEGO
convention center



2024

BOOTH CATERING MENU

06/13/23



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BEVERAGES

COFFEE SERVICE

FRESHLY BREWED STARBUCKS COFFEE* 255
Three Gallon Unit (Approximately 40 Cups)

FRESHLY BREWED STARBUCKS DECAFFEINATED COFFEE* 255
Three Gallon Unit (Approximately 40 Cups)

ASSORTED TAZO HOT TEAS 255
Three Gallon Unit (Approximately 40 Cups)

**Includes Cups, Creamers, Sugar, Artificial Sweeteners, Stirrers and Napkins*

BEVERAGE SERVICE

(24 Beverages per case, 1 Case Minimum Required)

ASSORTED CANNED PEPSI SODA 120

AQUAFINA CANNED SPRING WATER (16 oz) 144

PROUD SOURCE CANNED SPARKLING WATER (12 oz) 120

ASSORTED SPARKLING BUBLY WATER 120

BOTTLED ORANGE JUICE 168

ASSORTED GATORADE (20 oz) 192

PURE LEAF BOTTLED BREWED TEA (18.5 oz) 240

A 30++ delivery fee will be applied to all above orders.

BEVERAGES CONTINUED...

CQ INFUSED HYDRATION STATION

INFUSED SPA WATERS* (3 Gallon Unit)

Choice of flavors: Strawberry Watermelon, Lemon Ginger or Peach Pineapple
Infused with Seasonal Fresh Fruit

210

INFUSED ICED TEA* (3 Gallon Unit)

Choice of flavors: Strawberry Watermelon, Lemon Ginger or Peach Pineapple
Infused with Seasonal Fresh Fruit

265

INFUSED LEMONADE* (3 Gallon Unit)

Choice of flavors: Strawberry Watermelon, Lemon Ginger or Peach Pineapple
Infused with Seasonal Fresh Fruit

265

**Delivered in a 3 gallon decorative infusion jar, includes disposable cups and napkins.
Exhibitor to provide table or counter*

WATER SERVICE

WATER DISPENSER

3-day rental, cups included.

Client must have a space that has one regular wall socket available for electrical power.
Requires 100 volt, 15 amp electrical service.

160

(3) GALLON JUG OF WATER

75

A 30++ delivery fee will be applied to all above orders.



BREAKFAST | BAKERY

FROM THE BAKERY

Price per dozen; 3 dozen minimum required.

ASSORTED DANISH	80
ASSORTED MUFFINS	60
CINNAMON BUNS	60
ASSORTED CHOCOLATE DIPPED BISCOTTI	60
ASSORTED SCONES	60
ASSORTED BAGELS WITH CREAM CHEESE	80
FRESHLY BAKED COOKIES	50
FRESHLY BAKED BROWNIES	60
GOURMET CUPCAKES	90
CHEF'S SIGNATURE EXCESS CHOCOLATE SEA SALT COOKIES	72
CHOCOLATE DIPPED STRAWBERRIES	53

SHEET CAKES

Choice of fruit or cream filling. Includes disposable cake knife, plates, forks and napkins.

FULL SHEET CAKE (80 SLICES)	650
HALF SHEET CAKE (40 SLICES)	350

A 30++ delivery fee will be applied to all above orders.



PANTRY

FROM THE PANTRY

IMPORTED AND DOMESTIC CHEESE DISPLAY WITH CRACKERS (serves 20 guests) <i>Garnished with Dried California Fruits, Sliced Baguettes and Assorted Crackers</i>	280
RAINBOW CRUDITE (serves 20 guests) <i>Harissa Ranch, Lentil & Mint Hummus</i>	320
SLICED FRESH FRUIT (serves 20 guests)	240
WHOLE FRESH FRUIT (serves 20 guests)	100
POTATO CHIPS AND DIP (serves 20 guests)	180
LOCAL TORTILLA CHIPS WITH HOUSE MADE SALSA (serves 20 guests)	160
MIXED NUTS (2 pounds)	110
TRADITIONAL SNACK MIX (2 pounds)	80
MINTS (2 pounds)	56
PRETZEL TWISTS (2 pounds)	60
SWEET & SALTY GRANOLA BARS (24 individual bars)	96
ASSORTED INDIVIDUAL BAGS OF CHIPS (1 dozen)	48

A 30++ delivery fee will be applied to all above orders.



LUNCHEONS

BOX LUNCHEON

Minimum order: 10 box lunches required

TRADITIONAL BOXED LUNCH

38

CHOICE OF SANDWICH ON A LOCALLY MADE WHEAT ROLL
WITH GREENS & CONDIMENTS:

- Turkey and Havarti Cheese
- Ham and Havarti Cheese
- Fresh Mozzarella, Sliced Tomatoes & Nut-Free Basil Pesto

Individual Bag of Potato Chips
Gourmet Chocolate Chip Cookie
Assorted Canned Pepsi

PREMIUM BOXED LUNCH

40

CHOICE OF SANDWICH:

- Smoked Turkey and Provolone on Ciabatta with Habanero Bacon Jam, Baby Greens and Tomatoes
- Roast Beef and Jack Cheese with Caramelized Onions, Sweet Peppers, Arugula and Piquillo Pepper Aioli on a Bolillo Roll
- Herb Falafel and Spinach Hummus with Fresh Spinach, Sliced Heirloom Tomato and Pickled Red Onion on a 9-Grain Roll

Gourmet Kettle Chips
Farro Salad with Kale, Cotton Candy Grapes and Roasted Cauliflower
Salted Dulce De Leche Brownie
Assorted Canned Pepsi

SALAD BOXED LUNCH

42

CHOICE OF GOURMET SALAD:

- Pear Gorgonzola Salad with Dried Cranberries and Candied Pecans
- Superfood Salad with Kale, Quinoa, Pepitas, Dried Blueberries and Edamame

Kettle Chips
Locally Grown Clementine
Balsamic Vinaigrette
Assorted Canned Pepsi

ENHANCE YOUR SALAD WITH GRILLED CHICKEN

6

A 30++ delivery fee will be applied to all above orders.



LUNCHEONS CONTINUED...

LUNCHEON SANDWICHES

ALL AMERICAN SANDWICH PLATTER (serves 20) 380

An assortment of Traditional American Meats and Cheeses to include Roast Beef, Ham, Turkey, Swiss and American Cheeses
Lettuce, Tomato, Mustard and Mayonnaise

PLATTER OF ASSORTED MINI-SANDWICHES 380

Forty Mini-Sandwiches to include:
Turkey, Roast Beef, Ham and Vegetarian

LUNCHEON SIDE SALADS (Each bowl serves 20 guests)

GARDEN SALAD 200

Mixed Field Greens, Tomatoes, Carrot Curls and Cucumbers
Choice of Ranch, Italian or Bleu Cheese Dressings

CHICKEN CAESAR SALAD 240

Crisp Romaine Lettuce, Sliced Breast of Chicken and Garlic Croutons
Traditional Caesar Dressing

MEDITERRANEAN SALAD WITH CHICKEN 280

Mixed Field Greens, Slices of Grilled Marinated Breast of Chicken,
Grilled and Marinated Vegetables, Feta Cheese, Vine Ripe Tomatoes,
Kalamata Olives
Lemon Herb Vinaigrette

A 30++ delivery fee will be applied to all above orders.

RECEPTION



COLD HORS D'OEUVRES

Minimum order: 4 dozen per item

CHIMICHURRI SHRIMP SKEWER WITH PEPPADEW PEPPERS	384
ANTIPASTO SKEWER Artichoke, Tomato, Kalamata Olive and Mozzarella	480
CAPRESE CROUSTADE	528
VEGAN ZUCCHINI & MEYER LEMON BRUSCHETTA	528

HOT HORS D'OEUVRES

Minimum order: 4 dozen per item. Prices below are per item.

Attendant Required: 275++ per (4) hours. (4) hour minimum.

70++ for each additional hour after the first 4.

MEDITERRANEAN CHICKEN KABOB Figs and Roasted Tomatoes with Pomegranate Molasses & Crushed Pistachios	384
COCONUT CRUSTED SHRIMP Pitaya Sweet Chile	384
VEGETABLE LUMPIA Crushed Pineapple & Lime Dipping Sauce	480
BABY BLACK BEAN BURRITO Blended Avocado Cilantro Salsa	432
BASIL & PARMESAN ARANCINI Creamy Tomato Sauce	432

A 30++ delivery fee will be applied to all above orders.



STATIONS

DESSERT STATIONS

DESSERT SHOOTERS (DOZEN)

102

Minimum of 12 per flavors. Ask us about dessert shooters to match your booth colors.

Choice of flavors: Strawberry Mousse, Vanilla Mousse, Chocolate Mousse or Lemon Lime Mousse

Client to Supply: Minimum of one 6-foot table; porter service; clean up

BITES & MINIS (SERVES 20)

480

Miniature French Pastries, Petit Fours, Dessert Shooters
Chocolate Truffles, Dark Chocolate Covered Strawberries
White Chocolate and Miso Covered Strawberries

Client to Supply: Minimum of one 6-foot table; porter service; clean up

ICE CREAM NOVELTY CART

900

(1) Standard ice cream cart to include:
(150) Assorted Ice Cream Novelty
Additional Ice Cream Novelty: 6++ each

*Should you desire an experienced Booth Attendant to distribute the product:
275++ per (4) hours. (4) hour minimum.*

70++ for each additional hour after the first 4.

Client to Supply: 110 volt single phase (15) amp; 4x4 ft work space; porter service; clean up

PREMIUM ICE CREAM CART

1100

(1) Standard ice cream cart to include:
(100) Assorted Premium Ice Cream Bars
Additional Premium Ice Cream Bars: 11++ each

*Should you desire an experienced Booth Attendant to distribute the product:
275++ per (4) hours. (4) hour minimum.*

70++ for each additional hour after the first 4.

*Client to Supply: 110 volt single phase (15) amp; 4x4 ft work space;
porter service; clean up*

Minimum guarantee per day will apply, plus a one-time set-up fee of 100++

A 30++ delivery fee will be applied to all above orders.

ACTION STATIONS

POPCORN CART

1000

Popcorn and (250) Popcorn Bags and Napkins
Additional Bags of Popcorn: 4++ each

A Booth Attendant is required to pop the corn and distribute the product:
275++ per (4) hours. (4) hour minimum.
70++ for each additional hour after the first 4.

Client to Supply: 110 volt single phase 15 amp; 4x4 ft work space; porter service; clean up

FRESH BAKED GOURMET CHOCOLATE CHIP COOKIE STATION

960

Featuring Premium Gourmet Chocolate Chip Cookies
240 Chocolate Chip Cookies*, Oven, Napkins and Appropriate Supplies
Additional Cookies: 4++ each

**A portion of the cookies will be pre-baked and delivered to your booth on trays.*

A Booth Attendant is required to bake and distribute the product:
275++ per (4) hours. (4) hour minimum.
70++ for each additional hour after the first 4.

Client to Supply: 120 volt single phase 10.9 amp; 4x4 ft work space; minimum of one 6-foot table; porter service; clean up

LAVAZZA CAPPUCCINO SERVICE

2000

Lavazza Espresso Pods, Cups, Napkins, Stirrers, Sugar and Creamer
250 Cups of Cappuccino*, Latte, or Espresso
Additional cups of Cappuccino, Latte or Espresso: 8.00++ each

One Experienced Barista, for a maximum of (4) hours. Should you desire service for a longer period of time; a 70++ per hour labor fee will apply.

**Cappuccino equipment available on a limited basis. Minimum guarantee of 2000 per day will apply.*

Client to Supply: 6-foot table or counter, two dedicated circuits of 120v-60hz, 20 amp power; porter service; clean up

STARBUCKS SHAKEN TEA STATION

1080

160 12 oz. Cups of Tazo Iced Black Tea or Tazo Iced Passion Tea, handcrafted using a martini style shaker, Starbucks Logo Cups, Napkins and appropriate supplies
Additional Cups of Tea: 6.75++ each

Two Booth Attendants* Required: 275++ per (4) hours. (4) hour minimum for each attendant.

70++ for each additional hour after the first 4 for each attendant.

**An additional Booth Runner may be required depending on volume.*

Minimum guarantee of 1080 per day will apply.

Client to Supply: 4x4 ft work space and storage area; minimum of one 6-foot table; porter service; clean up

Minimum guarantee per day will apply, plus a one-time set-up fee of 100++

A 30++ delivery fee will be applied to all above orders.

BOOTH CATERING ALCOHOL SALES INFORMATION

All alcohol sales and consumption in the San Diego Convention Center are regulated by the California. Alcoholic Beverage Control and Sodexo Live! is responsible for the administration of these regulations. No alcoholic beverages are allowed to be served by anyone other than San Diego Convention Center Food and Beverage Department Bartenders. Sodexo Live! prohibits exhibitors and event participants from removing alcohol from the San Diego Convention Center.

DELUXE HOUSE WINE (bottle)

Canyon Road Chardonnay	38
Frontera Cabernet Sauvignon	38

PREMIUM HOUSE WINE (bottle)

Bonterra - Chardonnay	43
Los Vascos - Cabernet Sauvignon	43

DOMESTIC BEER (24 bottle minimum each choice)

Michelob Ultra	169
Bud Lite	169
O'Doul's Amber (non-alcoholic)	169

IMPORT BEER (24 bottle minimum each choice)

Heineken	216
Corona Extra	216

LOCAL CRAFT BEER (24 bottle minimum each choice)

Karl Strauss - Red Trolley	216
Abnormal Boss Pour	216

HARD SELTZER WATER (24 bottle minimum each choice)

Truly	216
White Claw	216

SPARKLING WINE-CHAMPAGNE (bottle)

William Wycliff, California	40
LaMarca Prosecco, Veneto, Italy	45
Nicolas Feuillatte Brut, Champagne, France	70
Martinelli's Sparkling Apple Cider (non-alcoholic)	30

*No alcohol product can be transferred for use the following day.
 Special order alcohol is not based on consumption.
 A Bartender is required to distribute all alcoholic beverages:
 275++ per (4) hours. (4) hour minimum .
 70++ each additional hour after the first 4.
 Plus a one time set up fee of 100++.*

Client to Supply: 4x4 ft work space · porter service · clean up



SPECIALTY BARS

SOUTH OF THE BORDER MARGARITA BAR

130 Margaritas on the Rocks
Additional Margaritas: 12++ each

1560

Minimum guarantee of 1560 per day will apply, plus a one-time set-up fee of 100++.

A Bartender is required to mix and distribute the beverages.

A 275++ per (4) hours. (4) hour minimum will apply for each bartender.

70++ for each additional hour after the first 4 will apply for each bartender.

Client to Supply: 8x8 ft work space; porter service; clean up

MARTINI BAR

130 Martinis

1560

Choice of Traditional, Cosmopolitan or Blue Hawaiian

Additional Martinis: 12++ each

Minimum guarantee of 1560 per day will apply, plus a one-time set-up fee of 100++.

A Bartender is required to mix and distribute the beverages.

A 275++ per (4) hours. (4) hour minimum will apply for each bartender

70++ for each additional hour after the first 4 will apply for each bartender.

Client to Supply: 8x8 ft work space; porter service; clean up

CQ CRAFT COCKTAILS

120 Cocktails

Additional Cocktails: 14++ each

1680

Choice of (select one):

San Diego Sunrise: CQ Red Raspberry, Tequila, Orange Juice, Grenadine, Orange Slice

Strawberry Basil Blush: CQ Strawberry Basil, Vodka, Ginger Ale Soda, Lime Wedge

Lemonade Fizz: CQ Cucumber, Vodka, Fresh Squeezed Lemonade, Citrus Soda, Lime

Wedge

Minimum guarantee of 1680 per day will apply, plus a one-time set-up fee of 100++.

A Bartender is required to mix and distribute the beverages.

A 275++ per (4) hours. (4) hour minimum will apply for each bartender

70++ for each additional hour after the first 4 apply for each bartender.

Client to Supply: 8x8 ft work space; porter service; clean up

No alcohol product can be transferred for use the following day.

Special order alcohol is not based on consumption.

GENERAL INFORMATION



POLICIES

- All food and beverage items in the Exhibit Halls must be purchased through the Food and Beverage Department, **including bottled water**.
- Exhibitor Booth Catering **does not** supply tables or electrical for your booth. You **must** order through your service contractor. All exhibitors are required to order porter service (trash removal) for food and beverage activity in the booth.
- All food and beverage orders require full payment in advance. We accept American Express, MasterCard, Visa or company checks. Please make checks payable to: **Sodexo Live!**
- Initial order, as well as additional services ordered on site, will be billed to the customer's credit card.
- A 22% service charge will apply to all food, beverage, and labor charges. Current state and local sales taxes apply to all food, beverage, labor charges, equipment rentals, and service charges, and are subject to applicable tax laws and regulations.
- Disposable service ware is used on all food and beverage functions on the exhibit floor.
- A 30++ delivery fee will apply for each food and beverage delivery.
- It is required that an SDCC Bartender dispense all alcoholic beverages.
- Menu items and prices are subject to change without notice.
- To ensure availability of menu items, we encourage you to place your order 14 days prior to your scheduled event

CANCELLATION POLICY

- Full charges will be applied to cancellation of any menu items received within 72 hours, (3 business days), prior to delivery.

STAFFING REQUIREMENTS

Booth Attendant : 275++ per (4) hours. (4) hour minimum. 70++ for each additional hour after the first 4 hours.

Bartender: 275++ per (4) hours. (4) hour minimum. 70++ for each additional hour after the first 4 hours.

Delivery Fee: 30/Trip

**Requires a 4-hour minimum.*

BOOTH CATERING | ORDER FORM

Sodexo Live! holds the exclusive rights to all food and beverage within the San Diego Convention Center. This exclusive agreement prohibits exhibitors or other event participants from bring food or beverage into the San Diego Convention Center without the written approval of *Sodexo Live!*, **including bottled water.**

FILL OUT AND SUBMIT BOTH THE ORDER FORM AND THE CREDIT CARD AUTHORIZATION FORM TO PROCESS YOUR ORDER.

Company Name: _____
 Billing Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Email: _____
 Booth #: _____ Event: _____
 Representative: _____ Title: _____
 On-Site Contact: _____ On-Site Cell #: _____

MENU ITEMS • SUPPLIES • EQUIPMENT					
DELIVERY DATE	DELIVERY TIME	QTY	DESCRIPTION	UNIT PRICE	TOTAL PRICE

DELIVERY FEE • BOOTH STAFF • BARTENDER • KITCHEN LABOR					
START TIME	END TIME	QTY	DESCRIPTION	UNIT PRICE	TOTAL PRICE

COMMENTS: _____ _____ _____ _____	SUBTOTAL	_____
	22% SERVICE CHARGE	_____
	SUBTOTAL WITH SERVICE CHARGE	_____
	7.75% CA STATE TAX	_____
	TOTAL ESTIMATED CHARGES	_____

Exhibitors who will be providing food and beverage/hospitality in their booth must order porter service. Porter Service is exclusively provided by the San Diego Convention Center.



ADDING YOUR CREDIT CARD INFORMATION TO OUR SYSTEM

VISIT OUR WEBSITE:

[SDCC Express Catering \(ezplanit.com\)](https://ezplanit.com)

- Complete all fields, including a mobile number for the person onsite and select [Register Account](#)
- Enter payment info by clicking [HI "First Name"](#) (upper right-hand corner)
- Select [Add New Card](#) and enter card info, and click [Save](#)
- You are all set! You can manage your card or add another as needed

**Confirm with your catering manager that you have added your information once complete.*





BOOTH CATERING DEPARTMENT
EXHIBIT BOOTH
FOOD & BEVERAGE POLICY

SODEXO LIVE! holds the exclusive rights to all food and beverage within the San Diego Convention Center. This exclusive agreement prohibits exhibitors or other event participants from bringing food, beverage or alcohol into the San Diego Convention Center without the written approval of *SODEXO LIVE!*; [this includes private labeled bottled water](#). Exhibitors are not permitted to sell food or beverage in the San Diego Convention Center.

BOOTH SAMPLING :

Exhibitor/event participant must be the manufacturer or manufacturer's representative of the product to be sampled.

- **Product must be germane to the show/event**
- **Food samples are restricted to: 2 oz portion.**
- **Beverage samples are restricted to: 4 oz fluid portion**

If the exhibitor/event participant meets the above criteria, simply submit the Waiver Authorization form for approval. Your request will be processed and written approval will be sent to you. Food and beverage marketing/sampling activities must be conducted within the confines of the exhibitor's booth space.

If you are a manufacturer or manufacturers' representative and wish to [exceed](#) the sample size requirements, submit the Waiver Authorization form. Your request will be processed and a written decision will be sent to you, along with a contract for the applicable waiver fee.

BOOTH WAIVER :

Exhibitors/event participants utilizing "traffic builders" (e.g. bottled water, popcorn, coffee, smoothies, full sized candy bars, etc.) that compete with food or beverage provided by *Sodexo Live!* must submit the Booth Waiver Authorization form. Your request will be processed and a written decision will be sent to you, along with the applicable corkage fees due.

ALCOHOLIC BEVERAGES :

All alcohol sales and consumption in the San Diego Convention Center are regulated by the California Alcoholic Beverage Control and *Sodexo Live!* Is responsible for the administration of these regulations. *Sodexo Live!* Prohibits exhibitors and event participants from bringing in or removing alcohol from the San Diego Convention Center. No alcoholic beverages are allowed to be served by anyone other than San Diego Convention Center Food and Beverage Department Bartenders.

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

BOOTH SAMPLING/WAIVER AUTHORIZATION FORM

Event Name _____ Date(s) _____

EXHIBITOR/EVENT PARTICIPANT

On-Site Cell # _____

Name _____ Contact _____

Email Address _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Booth # _____

Item(s) and portions to be distributed _____

Quantity to be distributed _____

Purpose _____

Approved:

_____ Date _____

Booth Catering Manager/F&B Department

Corkage/Waiver fees that apply to this approval: _____

Sampling Support Services

Please contact us at 619.525.5818, no later than 21 days prior to your event to order Kitchen Prep Time, Equipment, Storage, Staffing, Ice, Bottled Water or other support services required for your sample distribution

Please email this form no later than 21 days prior to your event:

San Diego Convention Center

Food & Beverage Department

111 West Harbor Drive

San Diego, Ca 92101

Phone: 619.525.5831

Email: Jan.Souza@visitsandiego.com





Food & Beverage Department

111 W. Harbor Drive

San Diego, CA 92101

619.525.5800

visitsandiego.com