

2013 SAMPLING & DEMONSTRATION REGULATIONS

NRA SHOW 2013

May 18-21, 2013 | McCormick Place | Chicago, IL USA

Please remember the following demonstration, cooking and sampling regulations will be strictly enforced during the Show by NRA and the McCormick Place Fire Marshall.

FOOD & BEVERAGE SAMPLING REGULATIONS

All exhibitors who plan to sample food or beverage must complete the online Authorization Request to Sample Food & Beverage. NRA Show staff use this information to accurately plan for product storage and prepare maintenance plans. You can access the form on the NRA Show Website under [Exhibitor Services](#). The deadline to complete the form is April 27, 2013.

ALCOHOLIC BEVERAGE SAMPLING REGULATIONS

Only exhibitors whose primary products are alcoholic beverages may sample these products in their booth provided they are in compliance with National Restaurant Association, McCormick Place, state and local laws pertaining to the distribution of alcohol.

If an exhibitor is the producer and/or manufacturer of beverage alcohol and chooses to sample:

- Complete the online Authorization Request to Sample Food & Beverage.
- A Certificate of Insurance for liquor liability must be submitted naming the National Restaurant Association, SMG/SAVOR, LLC and the Metropolitan Pier and Exposition Authority as "Additional Insured."
- Certificates should be mailed to National Restaurant Association, 150 N. Michigan Ave., Suite 2000, Chicago, IL 60601-7569 or sent via fax to 312.580.5416 or email nraexhibitorservices@restaurant.org.
- Alcohol cannot be served prior to 11:00am on Sundays, per City of Chicago ordinance.
- All alcohol must be served in plastic, disposable cups. No cans or bottles will be permitted.
- **The Maximum Sampling Portions (per person) are:**

BEER = 7 OZ. | WINE/CHAMPAGNE/WINE OR SPIRIT COOLERS = 2 OZ. | LIQUOR/LIQUEURS = 1/2 OZ.

SANITATION & SAFE FOOD HANDLING GUIDELINES & CHECKLIST

NRA works closely with the Chicago Department of Public Health and our Show Sanitarians to ensure the food and beverage sampled at the NRA Show pose no hazard for food borne illness to those attending or working the Show.

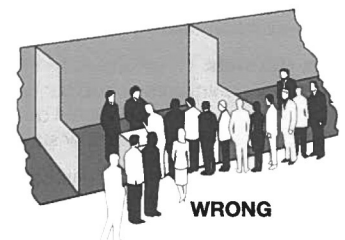
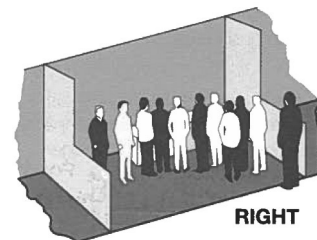
We have developed the [Sanitation & Safe Food Handling Notes and Checklist](#) based on material provided by the Chicago Department of Public Health. You'll find these materials relevant and helpful as you prepare to participate in this year's Show.

COOKING REGULATIONS

- Cooking or heating appliances must be powered through an electrical or natural gas hookup.
- Stoves and heaters used in exhibitor booths must be UL-approved, and must be adequately ventilated.
- Nothing combustible may be placed near any heat producing appliance.
- UL-approved, 2-A: 10-BC, ABC-type fire extinguishers are required.

GOOD DEMONSTRATION PRACTICES

- Sampling, serving and demonstration tables must be positioned at least three (3) feet back from the aisle. (See diagram at right)
- Exhibitors must allow area in their booths to absorb sampling lines and spectators congregating to view the booth.
- The aisles are the property of ALL exhibitors; therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire Show.
- Large crowds gathered outside a booth interfere with the flow of traffic in the aisles and create excessive crowds in neighboring booths. This is an infringement on fellow exhibitors' rights. Aisles must not be obstructed at any time.



GOOD SAMPLING PRACTICES

Being successful at the NRA Show is not about giving samples to everyone who walks down the aisle. The objective is to get them into your booth. Samples positioned directly on the aisle in an “open house” manner encourage buyers to keep walking.

Entice attendees into your booth to receive samples, discuss product and avoid blocking already crowded aisles. Because sampling is to be performed within the confines of your exhibit space, any excess traffic or crowds in the aisles surrounding your booth will obstruct the flow of traffic and interferes with neighboring exhibitors. (See *illustration under Good Demonstration Practices*).

Follow these additional tips for successful sampling:

- Sampling to premium customers and prospects who have taken the time to enter your booth and discuss your product is much more cost-effective.
- Pre-plan sampling (see below) so your product is exhausted prior to close of each Show day.
- Restrict portion sizes to a taste, as meal-sized portions tend to attract long lines blocking traffic in aisles and to neighboring booths.
- Store as much product in your booth in refrigerated units as you will use each day to keep delivery costs to your booth from product storage low.
- Schedule product deliveries in the morning prior to Show opening each day. Avoid scheduling deliveries during overtime periods (after 4:30pm each day).

HOUSEKEEPING, SANITATION & CLEANING

Porter Service – Porter service is available for removal of trash and special cleaning within your booth and is **strongly suggested** to all exhibitors sampling food and/or beverage items. See the GES Cleaning section.

Housekeeping – It is up to the exhibitor to keep their contracted exhibit space manned, cleaned and operational.

Trash Receptacles – Trash receptacles positioned in the aisles throughout the Exhibit halls are not meant for individual exhibitor use. Please bring or rent your own trash receptacles and be sure to order Porter Service to keep your booth clean.

Public Health Officials – Food should be prepared under the most sanitary conditions and the NRA employs outside contractors to help our exhibitors maintain a sanitary preparation and sampling environment. In the event you are contracted by a Public Health Official, check with a floor manager immediately before acting on complaints or suggestions. For more sanitation & safe food handling tips, please visit www.cityofchicago.org/health.

Garbage Hotline – If you experience garbage problems in the aisles near your booth, call the number provided onsite and a sanitation worker will be dispatched to clean up the problem around your booth. *NOTE: The garbage hotline is not considered porter service for your booth.*

FOOD PREPARATION & KITCHEN USE

Food preparation by *Savor...Chicago* chefs is available by advance request. A limited amount of kitchen space is available for use by exhibitors on a first-come, first-serve basis. Contact *Savor...Chicago* at 312.791.7259.

HOW MANY HANDOUTS DO I NEED?

1. Determine the # of presentations you can make in an hour.
2. Multiply by the # of hours your goods will be on display.
3. Multiply the results by the # of booth staff.
4. CUT THE TOTAL IN HALF.