



*As the exclusive food and beverage provider at the **Greater Richmond Convention Center** ARAMARK is committed to bringing you and your guests the highest standards of quality in food, beverage and service. We've developed the following guidelines to assist you in planning your event. Please review this information and contact your ARAMARK sales professional directly. They will be happy to help you create an extraordinary event. We thank you for your business.*

Standardized Guidelines & Procedures

Event Planning

FOOD & BEVERAGE ORDER SPECIFICATIONS

To ensure the proper planning of your event, we request that all Food and Beverage specifications be received in writing by our office no less than **45 days** prior to the date of your first scheduled service.

CONFIRMATION OF ORDERS

Upon receipt of all written Food and Beverage specifications, your ARAMARK sales professional will review them and, in turn, provide you with written confirmation of the services you have ordered. The confirmation will be in the form of separate event orders for each individual service. Signed event orders must be received by ARAMARK no less than **30 days** prior to the start of the first scheduled event. New customers booking short-term events (within 30 days of the event's start date) must review, sign and return event orders upon their receipt.

ARAMARK's Services Agreement (contract) outlines specific agreements between the customer and the caterer. The signed Service Agreement, along with the required deposits, must be received by ARAMARK no less than 60 days in advance of the first scheduled event. A 25% non-refundable deposit is required. If the signed Service Agreement is not received **at least 60 days prior to the first scheduled event**, menu prices are subject to change. The Event Orders, when completed, will form part of your contract.

SPECIAL EVENTS

There are a number of "Special Events" that require attention to complex details. These include, but are not limited to, events for more than 1,000 people, weddings and VIP functions. These functions typically require customized menus due to the customer's desire for a unique event. In addition to logistical planning, specialty equipment and service/labor may be needed to successfully orchestrate such events. Due to these requirements, special events may be subject to earlier guarantee dates and deposits. Events requiring extraordinary use of equipment/china may incur rental charges. Please discuss this with your sales professional. Specifications for these events are to be received no less than 45 days prior to the event unless otherwise negotiated between the customer and ARAMARK.

MENU PROPOSALS

In addition to designing menus for "Special Events", our sales professionals are often asked to design menu proposals to meet additional customer requirements. Included in the menu planning and pricing evaluation which accompany these proposals are considerations given to the expected attendance at these events. Should an event's attendance fall 20% below the original number expected the proposed menu price may be subject to change.



FLOOR PLANS FOR CATERING FUNCTIONS

Your sales professional will review both the guest seating arrangements (floor plan) and the “behind the scenes” logistics to ensure ample space has been considered, making appropriate recommendations for both areas to create the best possible guest experience. Often, large events require catering (dishing, serving, clearing) to take place in areas that are not commonly dedicated to that purpose. In these instances, the customer and the ARAMARK sales professional will discuss effective solutions (such as pipe and drape) to mask food service staging areas from the guest’s view. The costs for additional equipment such as this, which may be provided by the customer’s decorating company or through ARAMARK, will be the responsibility of the Customer.

Additionally, as safety is always important, ARAMARK reserves the right to specify floor plans and layouts of all set-ups, seating tables, serving stations and like items to enable safe and efficient service to your event. This includes reserving necessary space dedicated to both back of house and front of house areas. This also includes service areas, breakdown areas and front of house service aisle ways. These details will be reviewed with our facility and customers prior to developing final floor plans.

Payment & Credit

ACCEPTABLE FORMS OF PAYMENT

ARAMARK accepts company checks, American Express, MasterCard, Visa and wire fund transfers as payment for products and services. Any wire transfer fees incurred are the responsibility of the Customer. If payment is received within less than **thirty (30) business days** prior to the event, certified funds, credit card payment or a wire transfer will be required (Non-certified Checks are not acceptable forms of payment). If the customer prefers to pay by company check or wire transfer, a credit card authorization form is required to facilitate on-site orders. Credit Card payments are subject to a 3.5% processing fee.

PAYMENT POLICY

ARAMARK’s policy requires full payment in advance

ADVANCE DEPOSIT/MASTER ACCOUNTS

For those customers applying for direct billing and whose orders exceed \$25,000.00, Aramark requires an advance deposit of 75% of the estimated total of charges 60 days prior to the start of the first event. ARAMARK reserves the right to request an additional deposit or payment in full prior to the first scheduled event based upon credit history

To establish a Master Account for direct billing, please contact your ARAMARK sales professional. All credit applications must be returned to ARAMARK for review no less than 90 days prior to the date of the first scheduled event. Upon credit approval, payment of the remaining balance plus any additional services ordered on site will be due upon presentation of final invoice. A finance fee of 1.5% per month (or, if lower the maximum legal rate) will be assessed on all payment not made within 30 days.

Taxes & Administrative Fees

SERVICE CHARGE AND TAX

- All food and beverage items are subject to a **21%** administrative fee and applicable sales tax, currently at **12.8%**. In some areas, the service charge may be subject to applicable sales tax.
- Labor fees are subject to applicable sales tax, currently at **5.3%**.

Note:

(++) Indicates the services are subject to administrative fee and sales tax.

(+) Indicates the services are subject to sales tax only.

*The administrative fee and sales tax are subject to change without notice.



DELIVERY FEES

All catering orders or re-orders totaling less than **\$200.00** will result in a **\$45.00** delivery fee.

Catering Guidelines

GUARANTEES

To ensure the success of your event(s) it is necessary we receive your “Final Guarantee” (confirmed attendance) for each meal function by the following schedule:

- Events up to 500 people require the Final Guarantee three (3) business days prior to the first event.
- Events between 501 – 2,500 people require the Final Guarantee five (5) business days prior to the first event.
- Events over 2,501 people require the Final Guarantee seven (7) business days prior to the first event.

Please note the above schedule excludes weekends and holidays.

Once the Final Guarantee is due, the count may not be decreased. For every event, ARAMARK shall be prepared to serve 3% over the Final Guarantee, up to 20 meals. The customer will be billed based on the Final Guarantee or the actual number of meals served whichever is greater. ARAMARK will make every attempt to accommodate increases in your count after the final guarantee is due, however; any increase after of the final guarantee is subject to a \$2.50 per person surcharge. If the count increases within the final guarantee timeline, the 3% overage will no longer apply.

CANCELLATION POLICY

Cancellation of any convention or individual event must be sent in writing to your ARAMARK Sales Professional. Any cancellation received less than 60 days of the first scheduled event will result in a fee to ARAMARK equal to 25% of the estimated food and beverage charges. Any cancellation received less than 30 days in advance of the first scheduled event will result in a fee of 50% of the estimated food and beverage charges. Any cancellation received after the Final Guarantee has been provided will result in a fee equal to 100% of the charges on the affected event order(s).

MINIMUM REQUIREMENT FOR MEAL FUNCTIONS

There is a minimum guarantee of 50 people for all meal functions (**seated or buffet**). If the guarantee is less than 50 people, (**\$150.00**) fee plus tax will apply.

Exhibitor Food & Beverage Policy

ARAMARK is the exclusive provider of all food and beverages at the **Greater Richmond Convention Center**. As such, any requests to bring in outside food and beverages will be at ARAMARK’s discretion and will be considered on a case by case basis. Please inquire with your ARAMARK sales professional. This includes requests for exhibitor amenities such as logo-bottled water, hard candies and sample products.

No Food or Beverage May be Brought into or Taken out of the Facility



Amenities, Menu of Services and Timetable

TABLE STANDARDS

The ARAMARK banquet minimum standard for a plated/seated meal is for service at tables of ten (10) guests with 1 server per 30 guests (1 server per 3 tables). And for buffet meals, the ARAMARK minimum standard is 1 server per 50 guests. An additional labor fee will be applied for any set that requires tables that seat less than ten (10) guests. The fee will be assessed according to the additional wait staff required to service the event at **\$30.00** per hour plus applicable Sales Tax with a four (4) hour minimum.

CHINA SERVICE

All non-exhibit functions at the convention center are served with china and glassware. Exhibit Hall events, Exhibitor Hospitality and events on the Outside Terrace are routinely accompanied by high-grade disposable service-ware. However, if china service is desired on these functions a china charge will apply. The china charge is **\$2.50** ++ per person.

TABLECLOTHS

All tables for meal functions are dressed with standard house lap length linen, simple centerpiece and napkins. Your sales professional will be able to assist with any custom linen and décor details at additional charges. Events that require tablecloths for non-food functions may be clothed for \$7.50++ per standard house tablecloth. Specialty linens will be priced as fair market value.

TIMETABLE FOR SUCCESSFUL EVENTS

90 Days	60 Days	45 Days	30 Days	7/5/3 Days
Credit Application for Master Account Billing Due.	Deposits & Signed Service Agreement Due.	F&B Specifications Due.	Sign & Return Event Orders.	Guarantees Due.



CONVENTION CAFES & RESTAURANTS

Overview

Great culinary concepts extend beyond the boundaries of imaginative banquet fare. Your ARAMARK sales professional will discuss how best to use our convention cafes and restaurants to serve event exhibitors and attendees. Please review all exhibit floor plans with your ARAMARK sales professional to ensure adequate foodservice areas.

EXHIBIT AND CONVENTION MOVE-IN AND MOVE-OUT GUIDELINES

Subject to a Minimum Sales fee ARAMARK will open a minimum of one food and beverage location per show to accommodate exhibitors and staff one day prior to show day (move-in) and one half day after show day (move-out) for exhibitors and convention personnel.

CONVENTION CAFES AND RESTAURANTS (Permanent Food and Beverage Locations)

ARAMARK reserves the right to open and close cafes and restaurants based on show demand and in consultation with show management. To open additional locations beyond the ARAMARK recommendation the following charges will apply: For each additional location, sales must meet a minimum of \$1,000.00 in total cash sales per four-hour period. If sales total less than \$1,000.00 per location, there will be a base charge of \$250.00 for the first four hours, plus an additional \$100.00 for each additional hour for each location.

TEMPORARY DINING UNITS (Portable Food and Beverage Locations)

In some cases, a Temporary Dining Unit (portable food and beverage outlet) rather than one of our permanent café or restaurant locations will be requested or deemed necessary. If the Customer chooses portable locations, a one time \$750.00 set up charge will apply.

As with our permanent locations, ARAMARK reserves the right to open and close convention cafes & restaurants based on show demand and in consultation with show management. To open additional locations beyond the ARAMARK recommendation the following charges will apply. For each additional location, sales must meet a minimum of \$1,000.00 in total cash sales per four-hour period. If sales total less than \$1,000.00 per location, there will be a base charge of \$250.00 for the first four hours, plus an additional \$100.00 for each additional hour for each location. If sales do not meet this minimum level, there will be a base charge of \$250.00 for the first four hours, plus an additional \$100.00 for each additional hour for each location.