

JAVITS CONVENTION CENTER  
CULTIVATED

## SAMPLING FORM

This information packet includes:  
Sampling for & Guidelines  
Sample COI: Return to Cultivated

## THE SALE OF FOOD + BEVERAGE ITEMS IS STRICTLY PROHIBITED.

### 1 DO YOU QUALIFY?

#### Are you the Manufacturer or Distributor?

Sponsoring organizations of expositions and trade shows, and/or their exhibitors, may distribute SAMPLES of food and/or beverage products ONLY upon written authorization and adherence.

ITEMS DISPENSED ARE LIMITED TO PRODUCTS **MANUFACTURED, PROCESSED OR DISTRIBUTED BY EXHIBITING COMPANIES.**

### 2 SIZE RESTRICTIONS

All items are limited to a SAMPLE SIZE and must be dispensed/distributed in accordance to Health Codes

Non-Alcoholic Beverages are limited to a maximum of 4 oz. in a cup. No cans or bottles will be permitted.

Food items are limited to "bite size", not to exceed Portions or a 2 oz. prepackaged samples.

### 3 BUYOUT FEES

Food or Beverage Products brought on the premises for consumption that do not fall within the Sampling parameters requiree CULTIVATED approval.

A buy-out fee will be determined by Cultivated on a case by case basis; however, the fee will be based on a percentage of the retail pricing for the food and/orbeverage item and is subject to all applicable taxes and service charges.

### 3 SAMPLING ALCOHOL

**All alcohol sampling requires a Cultivated Bartender.** \*Fees apply.

Alcoholic beverage sampling is permitted only if you are the manufacturer or distributor of the product. Cultivated is required to receive, handle, & store ALL alcohol product.

\*Fees Apply.

You are required to obtain for a Marketing Permit through the New York State Liquor Authority Website and submit Certificate 10 business days prior to: <https://sla.ny.gov/permits-available-online>

To conduct tastings and provide samples of the permit holders' products to consumers. Supplier of the alcoholic beverages at the event must obtain a transportation permit or use a company that has a transportation permit in order to transport the alcoholic beverages to the event site.

Out-of-State suppliers and licensed in-state wholesalers and manufacturers can apply for a marketing permit.

**Note:** Per city ordinance Alcohol cannot be served before 11AM on Sundays.

#### ALCOHOLIC BEVERAGES SAMPLING SIZES

2 oz. for beer/wine + .25 oz for liquor

\*HANDLING/STORAGE FEES MAY APPLY

### 4 STORAGE AND DELIVERY

\* Fee Applies

If product/items do not fit in your hand carry, they must be shipped through your show decorator or shipped directly to our on-site Cultivated Warehouse. Alcoholic products cannot be hand-carried and must be shipped to Cultivated. Storage space is limited and is subject to availability. Please contact a Cultivated Sales Team Member to arrange storage and deliveries:

One-Time Receiving/Handling Fee: **\$250.00**

Cold/Dry Storage: **\$150.00 per day / per pallet**

Delivery Fee: **\$50.00 per delivery**

### 5 PAPERWORK SUBMISSION

#### RETURN TO LEVY

Sampling Authorization Form & Certificate of Insurance [LINK HERE!](#)



OR USE QR CODE

\*Sampling exhibitors are all required to provide their own hand washing sink.

JAVITS CONVENTION CENTER  
CULTIVATED

# SAMPLE COI

## CERTIFICATE OF INSURANCE

**EXHIBITING FIRM MUST PROVIDE LEVY WITH A CERTIFICATE OF INSURANCE SHOWING EVIDENCE OF COMMERCIAL LIABILITY WITH AN EACH OCCURRENCE LIMIT OF \$1,000,000.**

Please review the attached sample for clear instructions

**PLEASE ENSURE THE CERTIFICATE OF INSURANCE IS UPLOADED AT LEAST 30 DAYS PRIOR TO THE EVENT**

SAMPLING AUTHORIZATION FORM [LINK HERE!](#)



OR USE QR CODE

**CERTIFICATE HOLDER**  
LEVY PREMIUM FOODSERVICE  
LIMITED PARTNERSHIP  
+ JAVITS CONVENTION CENTER  
655 W 34TH ST  
NEW YORK, NY, 10001

CERTIFICATE OF INSURANCE			ISSUE DATE		
PRODUCER		THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.			
NAME		COMPANIES AFFORDING COVERAGE			
		COMPANY LETTER	A	Carrier with at least A Best rating & VII Financial Size	
		COMPANY LETTER	B		
		COMPANY LETTER	C		
		COMPANY LETTER	D		
		COMPANY LETTER	E		
INSURED		Third - Party Concessionaire No Alcohol Service			
<b>COVERAGES</b>					
THIS IS TO CERTIFY THAT THE POLICIES LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED, NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN. THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.					
CO. LTR.	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
A	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY CLAIMS MADE <input checked="" type="checkbox"/> OCCUR	12345			GENERAL AGGREGATE \$ 5000000 PRODUCTS/COMPO/AGG \$ 5000000 PERSONAL & ADV INJURY \$ 1000000 EACH OCCURRENCE \$ 1000000 FIRE DAMAGE (Any one fire) \$ 50000 MED/EXPENSE (Any one person) \$ 5000
A	AUTOMOBILE LIABILITY <input checked="" type="checkbox"/> ANY AUTO ALL OWNED AUTOS SCHEDULED AUTOS HIRED AUTOS NON-OWNED AUTOS GARAGE LIABILITY OTHER	12345			COMBINED SINGLE LIMIT \$ 1000000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE \$
A	EXCESS LIABILITY UMBRELLA FORM OTHER THAN UMBRELLA FORM	12345			EACH OCCURRENCE \$ AGGREGATE \$
A	WORKERS COMPENSATION AND EMPLOYERS LIABILITY	12345			STATUTORY LIMITS EACH ACCIDENT \$ 500000 DISEASE-POLICY LIMIT \$ 500000 DISEASE EACH EMPLOYEE \$ 500000
DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/SPECIAL ITEMS					
The entities and individuals listed on Exhibit "A" are hereby collectively named as additional insureds with respects to the foregoing General Liability and Automobile Liability coverages. Coverage shall be primary and non-contributory to other insurance available to Levy and shall include a waiver of the insurer's right to recovery or subrogation against Levy. Each policy shall require that thirty (30) days prior to the cancellation or non-payment of the policy, written notice is provided to Levy.					
The "Additional Insureds" are a list of legal entities for both our company and the building owner that are specific to your location. If the "Additional Insureds" are on a second page, it is critical that this section reflects the existence of the "Additional Insureds" page. Either the front of the certificate or the attachment must acknowledge the paragraph as "Additional Insureds". It is not acceptable to specify on the certificate "see attached".					
CERTIFICATE HOLDER		SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING COMPANY WILL ENDEAVOR TO MAIL 30-DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO MAIL SUCH NOTICE SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE COMPANY, ITS AGENTS OR REPRESENTATIVES.			
Levy Restaurants Name of Property Address		AUTHORIZED REPRESENTATIVE			

CD 37 (6-94)

### EXHIBIT A

Levy Premium Foodservice Limited Partnership and Restaurant Associates, LLC; specifically including all of their partners; New York Convention Center Operating Corporation, New York Convention Center Development Corporation, State of New York, Triborough Bridge and Tunnel Authority and New York State Urban Development Corporation d/b/a Empire State Development, and their respective officers, agents and employees; Levy and Restaurant Associates, including, but not limited to, all related partnerships, corporations and limited liability companies, whether currently existing or hereafter formed, and specifically including all of their respective owners, partners, shareholders, members, officers, directors and managers.