

# Exhibitor Booth Catering

## at The San Diego Convention Center

We're pleased to welcome you to San Diego and our world-class convention center.

We offer a complete food and beverage catering menu created to ensure your experience with us is pleasant and professional.

Our expert staff is available for assistance in planning for your exhibit booth service requirements throughout your event.

**PLEASE CONTACT US  
AT (619) 525-5800**

Fax (619) 525-5858

Monday - Friday

8 a.m. - 5 p.m. PST

or

visit us online at

**[www.sdccc.org](http://www.sdccc.org)**

to download our menu and order form

**PLEASE BE ADVISED THAT  
ALL FOOD & BEVERAGE ITEMS  
IN THE EXHIBIT HALLS MUST BE PURCHASED  
THROUGH THE BOOTH CATERING DEPARTMENT.  
*THIS INCLUDES BOTTLED WATER.***



**CATERING DEPARTMENT**  
*San Diego Convention Center*  
*111 W. Harbor Drive*  
*San Diego CA 92101*



**GENERAL INFORMATION · POLICIES**

- All food and beverage items in the Exhibit Halls must be purchased through the Food and Beverage Department – **this includes bottled water.**
- Exhibitor Booth Catering DOES NOT supply tables or electrical for your booth. You MUST order through your service contractor.
- All food and beverage orders require full payment in advance. We accept American Express, MasterCard, VISA or Company Check. Please make checks payable to Centerplate.
- Initial order, as well as additional services ordered on site, will be billed to customers credit card.
- All prices are subject to a (++) which represents a 19% service charge and California State Sales Tax (7.75%)
- Disposable service ware is used on all food and beverage functions on the Exhibit floor.
- A \$25.00++ “Trip Charge” will apply for each food and beverage delivery.
- Centerplate requires that a SDCCC Bartender dispense all alcoholic beverages.
- In order to best serve your catering needs, we require 72 business hours (3 business days) advance notice for ordering or an additional 20% service charge will apply.
- Menu items and prices are subject to change without notice.

**CANCELLATION POLICY**

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

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# Coffee Service



## FRESHLY BREWED COFFEE

\*Freshly Brewed Coffee, Decaffeinated Coffee and Hot Tea (black and herbal) **\$37.00 per gallon**

\*Freshly Brewed Starbucks Coffee & Decaffeinated Starbucks Coffee **\$62.00 per gallon**

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

\*Price per gallon, 3-gallon minimum required.

Refresh "Trip Charge" of \$25++ will apply for each food & beverage replenishment/restocking of your refreshment break after initial delivery.



## "BREW YOUR OWN" COFFEE KIT

Pour-over Coffee Brewer

3 gallons of Water

10 bags of Coffee

10 Tea Bags

2 bags Decaffeinated Coffee

100 Cups, Creamers, Sugar, Artificial Sweetener, Stirrers and Napkins

**Client to supply:**

110 volt single phase (15) amp

**\$160.00++ charge for initial delivery.**

### **Coffee Kit Replenishment**

3 Gallons Water @ \$15.00++/each

Additional Coffee Bags @ \$14.00++/each

Additional Tea Bags (10) @ \$14.00++/each

Additional Creamers, Sugars, Napkins and Stirrers (Serves 100) @ \$10.00++

**Replenishments are charged on consumption.**

## "BREW YOUR OWN" STARBUCKS COFFEE KIT



Pour-over Coffee Brewer

3 gallons of Water

10 bags of Starbucks Coffee

10 Tea Bags

2 bags Decaffeinated Coffee

100 Cups, Creamers, Sugar, Artificial Sweetener, Stirrers and Napkins

**Client to supply:**

110 volt single phase (15) amp

**\$275.00++ charge for initial delivery.**

### **Starbucks Coffee Kit Replenishment**

3 Gallons Water @ \$15.00++/each

Additional Coffee Bags @ \$20.00++/each

Additional Tea Bags (10) @ \$18.00++/each

Additional Creamers, Sugars, Napkins and Stirrers (Serves 100) @ \$10.00++

**Replenishments are charged on consumption.**

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**Beverage Service · Breakfast · Bakery****BEVERAGE SERVICE**

Assorted Canned Sodas*	\$60.00
Bottled Spring Water**	\$77.00
Assorted Bottled Fruit Juices*	\$66.00
Gatorade *	\$90.00
Snapple *	\$90.00
Bottled Iced Tea *	\$90.00
Red Bull *	\$90.00
Iced Tea***	\$33.00
Lemonade***	\$29.50
Fresh Squeezed Orange Juice***	\$32.00
Cranberry, Grapefruit, Tomato or Apple Juice ***	\$30.00

\* 24 Beverages per case, 1 case minimum required

\*\* 35 Bottles per case, 1 case minimum required

\*\*\* Price per gallon, 3 gallon minimum required

**CONTINENTAL BREAKFAST**

Assorted Fruit Juices, Fresh Baked Breakfast Pastries, Muffins and Bagels  
Served with Butter, Preserves and Cream Cheese  
Freshly Brewed Coffee, Decaffeinated Coffee and Hot Tea  
**\$10.00 per person / 10 person Minimum Required**

**FROM THE BAKERY**

Assorted Danish*	\$27.50
Assorted Muffins*	\$26.00
Assorted Croissants*	\$27.50
Assorted Donuts*	\$26.00
Krispy Kreme® Donuts*	\$32.00
Assorted Biscotti*	\$20.00
Assorted Scones*	\$26.00
Assorted Bagels with Cream Cheese*	\$26.00
Cinnamon Rolls*	\$30.00
Healthy Low Fat Breakfast Pastries*	\$29.00
Freshly Baked Cookies*	\$23.00
Freshly Baked Petite Brownies*	\$26.00
Freshly Baked Lemon Bars*	\$27.50
Chocolate Dipped Strawberries*	\$33.00

\*Price per dozen, 3 dozen minimum required.

**SHEET CAKES**

Full Sheet Cake (80 slices)	\$180.00
Half Sheet Cake (40 slices)	\$90.00

Choice of Fruit or Cream Filling

Includes disposable cake knife, plates, forks and napkins.

Custom artwork available at an additional charge. Contact your Catering Sales Manager for information.

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**FROM THE PANTRY**

Domestic Cheese Display with Crackers (to serve 20 people)	\$100.00
Seasonal Vegetable Crudite with Dip (to serve 20 people)	\$70.00
Sliced Fresh Fruit (to serve 20 people)	\$75.00
Whole Fresh Fruit (20 pieces)	\$35.00
Potato Chips and Dip (to serve 20 people)	\$55.00
Tortilla Chips and Salsa (to serve 20 people)	\$50.00
Guacamole (1 Quart)	\$16.95
Mixed Nuts (2 pounds)	\$34.00
Traditional Snack Mix (2 pounds)	\$22.00
Granola Bars (24 pieces)	\$66.00
Power Bars (24 pieces)	\$95.00
Mini Candy Bars (2 pounds)	\$32.00
Hard Candies (2 pounds)	\$32.00
Assorted Individual Bags of Chips	\$1.75 ea

**LUNCHEONS**

**Box Lunch**

\$13.50 each / 10 Box Lunch Minimum Required

Choice of Turkey, Roast Beef or Vegetarian Sandwich  
Individual Bag of Chips, Whole Fruit, Freshly Baked Cookie and Canned Soda

**Gourmet Box Lunch**

\$18.95 per person / 10 Box Lunch Minimum Required

Choice of Gourmet Wrap Sandwich with Pasta Salad or Salad Entrée  
Gourmet Potato Chips, Whole Fresh Fruit, Gourmet Brownie, Canned Soda

**CHOICE OF WRAP SANDWICH WITH PASTA SALAD:**

*Southwest Roast Beef Wrap with Grilled Peppers*

*Grilled Turkey with Pesto Wrap*

*Grilled Vegetable Wrap*

**or**

**CHOICE OF SALADS:**

*Chinese Chicken Salad*

*Grilled Chicken Caesar*

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**Gourmet Deli Buffet**

Assorted Pre-made Sandwiches – Turkey, Roast Beef, Vegetarian and Submarine  
Mustard and Mayonnaise, Chef's Selection of Deli Salad, Assorted Bags of Individual Chips,  
Assorted Whole Fruit and Assorted Cookies  
**\$15.75 each / Minimum of 10 Guests / Maximum of 50 Guests**

**Italian Submarine Sandwich**

Salami, Mortadella, Cappicola, Provolone Cheese, Lettuce and Tomato  
Italian Dressing or Mustard and Mayonnaise  
on a 3 Foot Loaf of Crusty French Bread  
**\$155.00 each / each Sandwich Serves 15 – 20 People**

**All American Ring Sandwich**

An assortment of Traditional American Meats and Cheeses  
Including Roast Beef, Ham and Turkey  
Swiss and American Cheeses, Lettuce and Tomato  
with your Choice of Mustard or Mayonnaise  
on a 3 Foot Ring Loaf of Bread  
**\$150.00 each / each Sandwich Serves 15 – 20 People**

**Platter of Assorted Mini-Sandwiches**

Forty Mini-Sandwiches to include  
Turkey, Roast Beef, Ham and Chicken Salad  
**\$135.00 each / each Platter Serves 15-20 People**

**Garden Salad**

Mixed Field Greens, Tomatoes, Carrot Curls and Cucumbers  
Choice of Ranch, Italian or Bleu Cheese Dressings  
and Hearth Baked Rolls and Butter  
**\$80.00 per Bowl / each Bowl Serves 15 – 20 People**

**Chicken Caesar Salad**

Crisp Romaine Lettuce, Sliced Breast of Chicken, Garlic Croutons  
Traditional Caesar Dressing and Crusty French Bread with Butter  
**\$110.00 per Bowl / each Bowl Serves 15 – 20 People**

**Mediterranean Salad**

Mixed Field Greens, Slices of Grilled Marinated Breast of Chicken,  
Grilled and Marinated Vegetables, Feta Cheese, Vine Ripened Tomatoes and Kalamata Olives,  
Lemon Herb Vinaigrette and Pita Bread  
**\$130.00 per Bowl / each Bowl Serves 15 – 20 People**

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**Cold Hors d'Oeuvres**

Stuffed Baby Artichokes with Goat Cheese and Pistachio	\$33.00/dozen
Prosciutto Wrapped Melon	\$30.00/dozen
Herbed Goat Cheese in Brioche	\$30.00/dozen
Curried Chicken Tart with Pine Nuts and Italian Parsley	\$30.00/dozen
Smoked Salmon with Red Onion and Capers on Pumpernickel	\$33.00/dozen
Sun Dried Tomato and Basil Crostini	\$30.00/dozen
Belgian Endive with Gorgonzola Cheese Mousse and Caramelized Pecans	\$33.00/dozen
Boursin Cheese Mousse with Caramelized Onion in Phyllo	\$30.00/dozen

**Hot Hors d'Oeuvres**

Asian Spiced Chicken Wing Drummette	\$27.00/dozen
Hibachi Beef Skewer with Green Onion and Teriyaki Glaze	\$30.00/dozen
Mini Deep Dish Pizza	\$27.00/dozen
Sweet Onion and Tofu Pot Sticker	\$27.00/dozen
Asparagus and Asiago Cheese Tartlette	\$27.00/dozen
Banana Nut Crusted Chicken Strip with Hoisin Barbecue Sauce	\$33.00/dozen
Southwest Spring Roll with Black Beans and Chorizo	\$30.00/dozen
Coconut Crusted Shrimp with Sweet Chili Sauce	\$36.00/dozen

Disposable plates, silverware and napkins are included with the above items.  
Price per dozen, 3 dozen minimum required, per selection.

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**California Wine and Cheese Station\***

*To include:*

Chef's selection of California Cheese paired with a Selection of our Deluxe Wines

Served with Sliced Baguettes and Gourmet Crackers

**\$10.95 per person / 20 person minimum required per order**

(1 serving is based upon 3.5 oz of cheese and 1 glass of deluxe wine)

**Client to supply:**

4x8 workspace · Minimum of one 8 ft table · Trash Removal · Clean up

**\*A San Diego Convention Center Bartender is required to dispense all alcoholic beverages.**

**A Bartender fee of \$25.00++ per hour / 4 hour minimum will apply.**

**South of the Border Station**

*To include:*

Rolled Cheese Quesadillas, Chicken Empanadas and Crisp Tortilla Chips with Salsa

**\$7.95 per person / 20 person minimum required per order**

**Client to supply:**

4x6 workspace · Minimum of one 6 ft table · Trash Removal · Clean up

**Le Chocolat Station**

*To include:*

Chef's selection of Petit Fours, Chocolate Dipped Strawberries,

Truffles & Chocolate Dipped Oreo Cookies

**\$8.25 per person / 20 person minimum required per order**

**Client to supply:**

4x4 workspace · Minimum of one 4 ft table · Trash Removal · Clean up

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**Action Stations**  
DESIGNED TO INCREASE BOOTH TRAFFIC



**ICE CREAM CART - \$500<sup>.00</sup>**

**To include:** 1 Ice Cream Cart  
**Standard Cart to include:** 155 Assorted Ice Cream Novelties  
Haagen Dazs Bars, Dove Bars and Assorted Ice Cream Novelties  
**Additional Ice Cream Novelties @ \$3.25 each**  
**Minimum guarantee of \$500 per day will apply plus a one-time set up fee of \$100.**  
**Should you desire an experienced Booth Attendant to distribute the product,**  
**a \$25++ per hour/four hour minimum labor charge will apply.**

**Client to supply:**  
· 110 volt single phase (15) amp · 4x4 workspace · Trash Removal · Clean up

**SMOOTHIE BAR - \$500<sup>.00</sup>**

**To include:**  
· Smoothie Machine with a choice of two (2) flavors – Strawberry, Wild Berry or Mango.  
· (135) 7 oz. Fruit Smoothies  
**Additional Smoothies @ \$3.75 each**  
**Minimum guarantee of \$500 per day will apply plus a one-time set up fee of \$100.**  
**A Booth Attendant is required to distribute the product.**  
**A \$25++ per hour/four hour labor charge will apply. A 2-hour set-up time is required on the Show Floor.**

**Client to supply:**  
· 110 volt single phase (15) amp · 4x4 workspace · Trash Removal · Clean up · 24 hour power

**POPCORN CART - \$500<sup>.00</sup>**

**To include:**  
· 1 Popcorn Machine · All Supplies: 285 Popcorn bags and napkins  
**Additional bags of Popcorn @ \$1.75 each**  
**A minimum guarantee of \$500 per day will apply, plus a one-time set up fee of \$100.**  
**A booth attendant is required to pop the corn and distribute the product to your guests**  
**A \$25 per hour/four hour minimum, labor fee will apply.**

**Client to supply:**  
· 110 volt single phase (15) amp · 4x4 workspace · Trash Removal · Clean up

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**FRESH-BAKED GOURMET CHOCOLATE CHIP COOKIE STATION - \$500<sup>.00</sup>**

Featuring Otis Spunkmeyer Premium Gourmet Chocolate Chip Cookies

To include:

- 275 Chocolate Chip Cookies · Oven, napkins & appropriate supplies  
Additional cookies @ \$1.85 each

A minimum guarantee of \$500 per day will apply, plus a one-time set up fee of \$100.

A booth attendant is required to bake and distribute the product to your guests.

A \$25++ per hour/four hour minimum labor fee will apply.

Client to supply:

- 110 volt single phase (15) amp · 4x4 workspace · Trash Removal · Clean up

**GOURMET SOFT PRETZEL STATION - \$500<sup>.00</sup>**

To include:

- 285 Freshly Baked Gourmet Soft Pretzels served with your choice of  
Nacho Cheese Sauce or Traditional Yellow Mustard
- Heated Pretzel display case · Napkins & appropriate supplies  
Additional pretzels @ \$1.75 each

A minimum guarantee of \$500 per day will apply, plus a one-time set up fee of \$100.

A booth attendant is required. A \$25++ per hour/four hour minimum labor fee will apply.

Client to supply:

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**CAPPUCCINO BAR - \$500<sup>.00</sup>**

**To include:**

- Coffee Beans and Grinder · All supplies: Cups, Napkins, Stirrers, Sugar and Creamer
  - 155 cups of Cappuccino & Espresso included.
- (1) Experienced Booth Attendant for a maximum of 4 hours.

**Should you desire service for a longer period, a \$25++ per hour labor fee will apply.**

- Cappuccino Machine set-up (*includes a stainless steel cart to accommodate water supply and storage*)

**Additional cups of Cappuccino & Espresso @ \$3.25 each**

**A minimum guarantee of \$500 per day will apply, plus a one time set up fee of \$100.**

**Client to supply:**

- 30 amp 3-phase 5-wire power and 110 volt single phase (15) amp
- 4x4 workspace & storage area · Trash Removal · Clean up



**STARBUCKS CAPPUCCINO BAR - \$1000<sup>.00</sup>**

**To include:**

- Starbucks Coffee Beans and Grinder
- All Supplies: Starbucks Cups, Napkins, Stirrers, Sugar and Creamer
  - (250) 12 oz. cups of Cappuccino and Espresso included.
- (1) Experienced Starbucks Barista for a maximum of 4 hours.

**Should you desire service for a longer period, a \$25++ per hour labor fee will apply.**

- Cappuccino Machine set-up (*includes a stainless steel cart to accommodate water supply and storage*)

**Additional cups of Cappuccino & Espresso @ \$4.00 each**

**A minimum guarantee of \$1000 per day will apply, plus a one time set up fee of \$100.**

**Client to supply:**

- 30 amp 3-phase 5-wire power and 110 volt single phase (15) amp
- 4x4 workspace & storage area · Trash Removal · Clean up



**STARBUCKS SHAKEN TEA STATION - \$500<sup>.00</sup>**

**To include:**

- (180) 12 oz. Tazo Iced Black Tea or Iced Passion Tea handcrafted using a martini style shaker.
- All supplies: Starbucks Logo Cups, Napkins and Appropriate Supplies

**Additional cups @ \$2.75 each**

**A minimum guarantee of \$500 per day will apply, plus a one time set up fee of \$100.**

**(2) Booth Attendants are required.**

**A \$25.00++ per hour/four hour minimum labor fee will apply for each attendant.**

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

**Client to supply:**

- 4x4 workspace · Trash Removal · Clean up

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**BOOTH CATERING INFORMATION**

*Centerplate is the exclusive Caterer at 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.  
Alcoholic Beverage service on the Exhibit Show Floor is based upon approval of Show Management.*

**HOUSE WINES BY THE BOTTLE**

**Deluxe House Wine**

\$24.00 per bottle

*Chardonnay, Cabernet Sauvignon, Merlot and White Zinfandel*

**Premium House Wine**

\$28.00 per bottle

*Chardonnay, Cabernet Sauvignon, Merlot and White Zinfandel*

A Bartender is required to distribute the beverages.

A \$25++ per hour/four hour minimum labor charge will apply, plus a one time set up fee of \$100.00

Client to supply: · 4x4 workspace · Trash Removal · Clean up

**BOTTLED AND DRAFT BEER**

**Domestic Beer**

1 case - \$90.00

*Budweiser, Bud Light, Miller Genuine Draft, Miller Lite,  
Coors, Coors Light or O'Douls (non-alcoholic)*

**Imported Beer**

1 case - \$108.00

*Heineken, Amstel Light and Corona*

**Draft Beer**

Domestic Keg - \$325.00

*Imported and Micro Brews available upon request, prices vary.*

*Please consult your Catering Sales Manager for pricing.*

A Bartender is required to distribute the beverages.

A \$25++ per hour/four hour minimum labor charge will apply, plus a one time set up fee of \$100.00

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# Champagne • Specialty Bars



## **CHAMPAGNE TOAST**

Stanford Governor's Cuvee Champagne - \$18.00 per bottle

Domaine St. Michelle Brut - \$26.00 per bottle

Martinelli's Sparkling Apple Cider - \$12.00 per bottle

**A Bartender is required to distribute the beverages.**

**A \$25++ per hour/four hour minimum labor charge will apply, plus a one time set up fee of \$100.00**

**Client to supply:**

· 4x4 workspace · Trash Removal · Clean up

## **SPECIALTY BARS**

### **SOUTH OF THE BORDER MARGARITA BAR - \$700<sup>.00</sup>**

To include:

· (140) 14 oz. Margaritas

**Additional Margaritas @ \$5.00 each**

**A Bartender is required to mix and distribute the beverages.**

**A \$25++ per hour/four hour minimum labor charge will apply.**

**Minimum guarantee of \$700.00 per day will apply, plus a one time set up fee of \$100.00.**

**Client to supply:**

· 110 volt single phase (15) amp · 8x8 workspace · Trash Removal · Clean up

### **MARTINI BAR - \$700<sup>.00</sup>**

To include:

· (116) 6 oz. Martinis,

*Choice of Traditional, Cosmopolitan, Blue Hawaiian or Appletini*

**Additional Martini's @ \$6.00 each**

**A Bartender is required to mix and distribute the beverages.**

**A \$25++ per hour/four hour minimum labor charge will apply.**

**Minimum guarantee of \$700.00 per day will apply, plus a one time set up fee of \$100.00.**

**Client to supply:**

· 8x8 workspace · Trash Removal · Clean up

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BOOTH CATERING MENU GUIDE  
**Staffing · Water Service**



**STAFFING**

Booth Attendant\* \$25.00/hr  
Chef\* \$25.00/hr  
\*Minimum of 4 hours

**WATER SERVICE**

Water Dispenser \$50.00

\*Rental price per day. Rental begins on first day of delivery, not first day of usage.  
Client must have a space that has (1) regular wall socket available for electrical power.  
Requires 100 volt, 15 amp Electrical Service.

**WATER**

Price per 3-gallon bottle \$15.00

**ICE**

Price per 40 pounds \$25.00

**DRY ICE**

Price per 100 pounds (minimum) \$150.00

**DELIVERY FEE**

\$25.00

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# Booth Catering Order Form



Centerplate 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 or beverage into the San Diego Convention Center without the written approval of Centerplate. **This includes bottled water.** Centerplate requires that a SDCCC bartender dispense all alcoholic beverages.

Company Name \_\_\_\_\_

Booth # \_\_\_\_\_ Event \_\_\_\_\_

Representative (print name) \_\_\_\_\_ Title \_\_\_\_\_

On-site Contact \_\_\_\_\_ On-Site Cell Number \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone # \_\_\_\_\_ FAX # \_\_\_\_\_

CC Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_ MC·AX·VISA·Diners (circle one)

Cardholder's Name \_\_\_\_\_ Signature \_\_\_\_\_

*Your signature above signifies approval of all charges to your account.*

## **MENU ITEM · SUPPLIES · EQUIPMENT**

DELIVERY DAY & TIME	QUANTITY	DESCRIPTION	UNIT PRICE	EXTENDED PRICE
_____	_____	_____	\$ _____	\$ _____
_____	_____	_____	\$ _____	\$ _____
_____	_____	_____	\$ _____	\$ _____
_____	_____	_____	\$ _____	\$ _____
_____	_____	_____	\$ _____	\$ _____

## **BARTENDER · BOOTH ATTENDANT · KITCHEN LABOR**

START TIME	END TIME	QUANTITY	DESCRIPTION	UNIT RATE	EXTENDED RATE
_____	_____	_____	_____	\$ _____	\$ _____
_____	_____	_____	_____	\$ _____	\$ _____
_____	_____	_____	_____	\$ _____	\$ _____
_____	_____	_____	_____	\$ _____	\$ _____
_____	_____	_____	_____	\$ _____	\$ _____

### **FAX ORDER FORM TO:**

San Diego Convention Center Corporation  
 Food & Beverage Department  
 111 West Harbor Drive  
 San Diego, CA 92101  
 Phone: 619-525-5818 Fax: 619-525-5858

SUBTOTAL \$ \_\_\_\_\_

19% SERVICE CHARGE \$ \_\_\_\_\_

SUBTOTAL WITH SERVICE CHARGE \$ \_\_\_\_\_

7.75% CA STATE TAX \$ \_\_\_\_\_

TOTAL ESTIMATED CHARGES \$ \_\_\_\_\_

**NO LATER THAN 14 DAYS PRIOR TO EVENT**