

# EXHIBITOR MENU



**KAY BAILEY HUTCHISON**  
CONVENTION CENTER DALLAS





# Welcome to Dallas!

**Welcome to Dallas a world-renowned destination for food, wine and free-spirited fun – where the natural beauty and entertainment options are matched only by the warmth and energy of an exciting community.**

Centerplate is a leading global event hospitality company and we are thrilled to be your exclusive hospitality partner at the Kay Bailey Hutchison Convention Center Dallas. Our style is collaborative and our Dallas team is delighted to work with you to ensure your experience here in this special location is smooth, successful and enjoyable. We are committed to delivering the finest food, amenities and service to impress your guests.

Much of our success comes from our attention to the important details that create truly welcoming experiences. From fresh, locally-sourced and quality ingredients to crisp, sincere and attentive service, our goal is to provide world-class hospitality for every one of our guests.



Whatever your needs, whether hosting attendee receptions, supplying convenient meals for your booth staff or creating custom menus for unique occasions, we are dedicated to helping you achieve extraordinary results. Please give us a call to start the planning process today!

Here's to your successful event in Dallas,

*Louise Larby*

Louise Larby, Director of Catering  
Centerplate, Kay Bailey Hutchison  
Convention Center Dallas  
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**KAY BAILEY HUTCHISON**  
CONVENTION CENTER DALLAS



**Centerplate**

Making It Better To Be There Since 1929.™

Centerplate



# SERVICE DIRECTORY

**CENTERPLATE EXHIBITOR/BOOTH CATERING**

**214.743.2404**

**CENTERPLATE FAX LINE**

**214.743.2415**





# A LA CARTE MENUS





# A LA CARTE

## BEVERAGES

All services include the appropriate condiments, cups and napkins.

### Freshly Brewed Coffee

\$147

Three gallon units  
(approximately 40 cups)

### Freshly Brewed Decaffeinated Coffee

\$147

Three gallon units  
(approximately 40 cups)

### Keurig K-Cups Coffee Service

\$250

Includes machine rental, first 50 K-Cups with sweeteners, creamers, bio-degradable cups, lids, sleeves and napkins

### Additional K-Cups (50 ct)

\$200

Client to arrange for 110v 20amp electrical.

### Cappuccino Bar (per day)

\$500

To include cups, napkins, stirrers, sugar and creamer. (155) Servings of cappuccino and espresso included

One time set-up fee

\$100

### Additional Servings (each)

\$3.25

Booth Attendant Required.

Client to arrange for 110v 20amp electrical.

### Starbucks Coffee Cart (per day)

\$800

(14) Gallons of Starbucks Coffee with (154) 12 oz. Starbucks cups/lids, napkins, stirrers, sugar and creamers with (4) flavored syrups

### Additional Gallons of Starbucks Coffee (per gallon)

\$59



# A LA CARTE

## BEVERAGES

All services include the appropriate condiments, cups and napkins.

**Herbal Tea** \$147

Three gallon units  
(approximately 40 cups)

**Freshly Brewed Iced Tea** \$108

Three gallon units  
(approximately 40 cups)

**Lemonade** \$108

Three gallon units  
(approximately 40 cups)

**Jalapeño Lemonade** \$114

Three gallon units  
(approximately 40 cups)

**Fruit Punch** \$108

Three gallon units  
(approximately 40 cups)

**Assorted Individual Fruit Juices** \$90

(per case of 24)

**Assorted Soft Drinks** \$84

Dr Pepper® products  
(per case of 24)

**Assorted Bottled Snapple®** \$84

(per case of 24)

**Dejà Blue® Bottled Water** \$90

(per case of 24)

**Sparkling Water** \$96

(per case of 24)

**Hydration Station** (3 gallons) \$115

Choose one from the list below:

Cucumber mint, limon,  
peach jalapeño, strawberry  
mint, strawberry basil and  
pineapple orange





# A LA CARTE

## FROM THE BAKERY

All services include the appropriate condiments, disposable plates, cutlery and napkins.

**Assorted Fresh Baked Muffins** \$38  
(dozen)

**Assorted Bagels with Cream Cheese, Butter** \$42  
(dozen)

**Assorted Danish** \$39  
(dozen)

**Assorted Croissants** \$42  
(dozen)

**Assortment of Scones** \$42  
(dozen)

**Assorted Sliced Breakfast Breads** \$37  
(serves approximately 8)

**Freshly Baked Assorted Gourmet Cookies** \$38  
(dozen)

**Double Fudge Brownies** \$38  
(dozen)  
Fudge/Walnut

**Gourmet Cupcakes** \$42  
(dozen)

**Jumbo Almond and Chocolate Dipped Biscotti** \$44  
(dozen)

**Raspberry Sammies** \$36  
(dozen)

**Lemon Bars** \$36  
(dozen)



**Chocolate Covered Strawberries** \$126  
(three dozen)

**Full Sheet Cake** \$225  
(100 slices approximately)

**Full Sheet Cake with Custom Logo** NA  
Ask for details



# A LA CARTE

## FROM THE PANTRY

All services include the appropriate condiments, disposable plates, cutlery and napkins.

**Sliced Seasonal Fruits and Berries with Dip** \$119  
(serves 20)  
With toasted coconut and vanilla bean yogurt

**Individual Assorted Fruit Yogurt** \$45  
(dozen)

**Whole Fresh Fruits** \$24  
(dozen)

**Hard Candy** \$24  
(two pounds)  
Assortment of individually wrapped hard candies

**Granola Bars** \$72  
(24 pieces)

**Tortilla Chips Served with Salsa and Guacamole** \$170  
(serves approximately 20)

**Potato Chips and Dips** \$100  
(serves approximately 20)

**Lays Potato Chips** \$205  
(Case of 104, 1 oz. bags)

**Mrs. Vickie's Gourmet Potato Chips** \$150  
(Case of 60, 1 oz. bags)

**Individual Bags of Pretzels** \$175  
(Case of 88, 1.5 oz. bags)

**Salted or Honey Roasted Peanuts** \$280  
(Case of 144, 1 oz. bags)

**Trail Mix** \$280  
(Case of 72, 2 oz. bags)





# LUNCH MENUS





# LUNCH

## BOXED LUNCHES

Prices listed are per guest.

All boxed lunches are served with gourmet chips, chocolate chip cookie or brownie and a soda or bottled water.

### **Traditional Box Lunch \$19.00**

*Selection of sandwich on a freshly baked cracked wheat hoagie:*

- Turkey and Swiss cheese
- Roast beef and cheddar cheese
- Ham and cheddar cheese
- Grilled vegetables

### **Gourmet Wrap Box Lunch \$22.00**

*Selection of gourmet wrap sandwich served with pasta salad:*

- Southwest roast beef with grilled peppers
- Oven roasted turkey with pesto
- Grilled vegetables



### **Gourmet Salad Box Lunch \$23.00**

*Selection of gourmet salad, freshly baked roll and butter:*

- Barbecue chicken salad with red onions, red bell peppers, cheddar cheese, black beans and honey-mustard dressing
- Southwest chicken Caesar salad with grilled chicken breast over romaine lettuce, queso fresco, cherry tomatoes, tortilla croutons and chipotle-Caesar dressing
- Beef fajita salad with iceberg lettuce, bell peppers, onions and corn, topped with Jack cheese and chipotle-ranch dressing

### **Southwest Steak \$25.00**

- Shaved beef with southwest seasonings, sautéed peppers, onions, and chipotle aioli served on jalapeño cheese ciabatta bread and Tex-Mex bean salad

# LUNCH

## EXHIBIT BOOTH DELI LUNCHEONS

All deli luncheons are served with disposable plates, cutlery, napkins, and appropriate condiments.

Each selection serves approximately 18 guests.

### **Italian Submarine Sandwich** \$175

Salami, Italian bologna, cappicola, provolone cheese, lettuce and tomato

Italian dressing or mustard and mayonnaise

On a 3 foot loaf of crusty French bread

### **Platter of Assorted Mini Sandwiches** \$155

Forty mini sandwiches to include turkey, roast beef and ham

### **Garden Salad** \$100

Mixed field greens, tomatoes, carrot curls and cucumbers

Choice of ranch, Italian or bleu cheese dressings

### **Chicken Caesar Salad** \$175

Crisp Romaine lettuce, sliced breast of chicken, garlic croutons

Traditional Caesar dressing and garlic sticks

### **Mediterranean Salad** \$195

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 crusty French bread with butter





# RECEPTION MENUS





# RECEPTION

## COLD HORS D'OEUVRE

Prices listed are per piece.  
Minimum of 50 pieces per selection.

**Antipasto Skewers** \$5.25

With sweet basil pesto

**Poached Jumbo Shrimp** \$5.50

With southwest cocktail sauce and lemon wedges

**Mediterranean Salsa** \$3.75

With garlic crostini

**California Rolls** \$4.25

With wasabi, pickled ginger and soy

**Smoked Salmon Pinwheels** \$4.50

On Melba toast

**Brie and Date Canapés** \$3.75

Served on toast points

**Tomato Bruschetta** \$3.50

With herbed croustades

**House-Smoked Chicken** \$4.25

With tortilla rounds with avocado purée



# RECEPTION

## HOT HORS D'OEUVRE

Prices listed are per piece.  
Minimum of 50 pieces per selection.

**Asparagus with Cheese** \$4.00  
Baked in crisp phyllo

**Beef Brochettes** \$5.25  
With Southwest catsup

**Beef Empanadas** \$3.75  
Argentine style

**Vegetable Egg Rolls** \$3.50  
With sweet soy dipping sauce

**Thai Chicken Spring Rolls** \$3.75  
With ponzu sauce

**Mini Quesadillas** \$3.50  
Smoked chicken filling

**Mini Crab Cakes** \$5.50  
With spicy Cajun rémoulade

**Southwest Spiced Chicken Saté** \$4.75  
Chipotle dipping sauce



# RECEPTION

## RECEPTION DISPLAYS

Display serves approximately 20 guests.

**Imported and Domestic  
Cheese Display** \$150

Garnished with seasonal  
fruit, sliced baguettes  
and assorted crackers

**Sliced Seasonal Fruits  
and Berries with Dip** \$119

With toasted coconut  
and vanilla bean yogurt

**Fresh Vegetable  
Crudité's Display** \$100

With Chipotle-infused  
ranch and blue  
cheese dips





# EXHIBITOR FAVORITES



# EXHIBITOR FAVORITES

## BOOTH ATTRACTIONS

Tables and electrical power required for any equipment will be the responsibility of the customer

### **Otis Spunkmeyer® Gourmet Chocolate Chip Cookie Station\*\*** (per day) **\$500**

To include:

Chocolate chip cookies (160 each), oven, napkins and appropriate supplies

### **Additional Otis Spunkmeyer® Cookies** **\$220**

(per case of 160, 2 oz cookies)

Client to supply:

Electricity | 4x4 workspace | trash removal & clean up

A Booth Attendant is required to bake and distribute the product to your guests.



### **Popcorn Cart\*\*** (per day) **\$500**

To include (1) Popcorn machine and (24) nap packs.

All supplies: (240) popcorn bags and napkins

Each nap pack includes pre-measured popcorn and oil for machine usage, 10 servings per nap pack

### **Additional Bags of Popcorn & Nap Packs** **\$90**

(per case of 240 bags and 24 nap packs)

Client to supply:

110-volt single phase (15) amp | 4x4 workspace | trash removal & clean up

A Booth Attendant is required to pop the corn and distribute the product to your guests.





# EXHIBITOR FAVORITES

## BOOTH ATTRACTIONS continued

### **Ice Cream Cart\*\*** (per day) \$500

To include:  
Ice cream cart and 115 assorted ice cream novelties

**Additional Standard Ice Cream Novelties** \$4.25  
(each)

Client to supply:  
Electricity | 4x4 workspace | trash removal & clean up



### **Maui Wowi Smoothie Station\*\*** (per day) \$500

To include:  
Smoothie blender and 134, 8 oz. made to order  
fruit smoothies

A one-time set-up fee of \$100

**Additional Made to Order Smoothies** \$3.75  
(each)

Client to supply:  
Electricity | 4x4 workspace | trash removal & clean up



# BEVERAGE MENUS





# BEVERAGES

## HOSTED FULL SERVICE BAR

The following special beverage service can be ordered for your exhibit booth with Show Management's approval.

**Premium Brand Cocktails** \$7.50  
(by the cocktail)

**Deluxe Brand Cocktails** \$6.50  
(by the cocktail)

**Imported Beer** \$156  
(case of 24)  
Heineken, Amstel Light

**American Premium Beer** \$132  
(case of 24)  
Budweiser, Bud Light, Miller Lite,  
O'Doul's

**Assorted Soft Drinks** \$84  
(case of 24)  
Dr Pepper® Products

**Dejà Blue® Bottled Spring Water** (case of 24) \$90

## INDIVIDUAL PRICED ITEMS

**Draft Beer – Keg**  
(by the keg) \$525

**American Premium**  
Budweiser, Bud Light, Miller Lite

**Imported** \$675  
Heineken, Shiner Bock

\*Client is responsible for the necessary space and electrical requirements for keg service in the booth. Power requirements are 110 volt/20amp power supply per keg Perlick.

**House Wine by the Bottle** \$32  
Serves approximately five glasses per bottle

A Centerplate Bartender is required for all alcoholic beverage events.



# BEVERAGES

## WATER SERVICES

**Water Cooler Rental** \$175

To include one, 5-gallon container of spring water  
Price listed is for the entire duration of the show  
Power Requirements: 110volt/20amps/single phase

**Additional Five-Gallon Containers of Spring Water** \$42

Cups included

**Cubed Ice (35 lbs)** \$17.50

## PERSONNEL

Based upon a minimum requirement of 4 hours

**Booth Attendant (Server) for Your Booth** \$100

Additional hours above the required minimum \$25

**Bartender for Your Booth** \$150

Additional hours above the required minimum \$37.50





# INFORMATION

# GENERAL INFORMATION

## POLICIES AND PROCEDURES

As Kay Bailey Hutchison Convention Center Dallas's exclusive caterer, Centerplate is renowned for its impeccable, world-class service, truly delectable cuisine and superb selection of menus that can be customized to any event or special occasion. Whether it's a casual brunch, an elegant sit-down dinner or a reception featuring vibrant international cuisine, Centerplate's culinarians will use only the finest and freshest ingredients to create a truly extraordinary dining experience for you and your guests. From first course to last, Centerplate is committed to providing Craveable Experiences with Raveable Results.

In keeping with attention to every detail, we offer the following information to facilitate your planning. Count on your dedicated catering sales professional to assist you in your pre-planning activities and communicate your goals to our operations team. Together, we will execute all services to your delight and satisfaction.

### Exclusivity

Centerplate maintains the exclusive right to provide all food and beverage in the Kay Bailey Hutchison Convention Center Dallas. All food and beverages, including water, must be purchased from Centerplate.

### Food and Beverage Pricing

A good faith estimate of food and beverage prices will be provided six (6) months in advance of the event's start date and will be confirmed at the signing of the contract. Due to fluctuating market prices, however, we reserve the right to make product substitutions based on specific commodity price increases.

### Service Charges and Tax

A 21% "House" or "Administrative" 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.

The "House" or "Administrative" charge of 21% is added to your bill for this catered event/function (or comparable service) which is used to defray the cost of set up, break down, service and other house expenses. No portion of this charge is distributed to the employees providing the service. You are free, but not obligated to add or give a gratuity directly to your servers.

If the customer is an entity claiming exemption from taxation in the state where the facility is located, the customer must deliver to Centerplate satisfactory evidence of such exemption thirty (30) days prior to the event in order to be relieved of its obligation to pay state and local sales taxes.





# GENERAL INFORMATION

## POLICIES AND PROCEDURES continued

### Payment Policy

A 90% deposit and signed Catering Services Agreement is due 45 days prior to the start of your event. The remaining balance will be due five (5) business days prior to the start of your event. In the event that additional charges are incurred during the event, the adjusted remaining balance is required within 15 days following the receipt of the Final Invoice.

Customer will pay interest at the rate of 1.5% from the date of the invoice if not paid within 15 days. Additionally, any costs of collection and enforcement of the contracted services will be the responsibility of the customer.

For social events (non-convention related), a 25% deposit is required upon signing the contract. An additional deposit of 50% of the total estimated food and beverage is required 45 days in advance of the event. The remaining balance of payment is required 72 business hours prior to the event by either cashier's check or credit card. Any additional charges incurred during the function will be due upon completion of the event.

### Linen Service

Centerplate provides its in house linen for all meal functions with our compliments. Additional linen fees will apply for specialty linens or linens required for meeting functions. Your catering sales professional will be happy to offer suggestions for your consideration and quote corresponding linen fees.

### Supplemental Staffing

- Butler, Attendant or Additional Server Fee – \$100.00 plus tax and service charge for up to four (4) hours. Minimum of four (4) hours per attendant. \$25.00 plus tax and service charge for each additional hour after initial four (4) hour period
- Culinary Professional Fee – \$150.00 plus tax and service charge for up to four (4) hours. Minimum of four (4) hours per attendant. \$37.50 plus tax and service charge for each additional hour after initial four (4) hour period
- Bartender Fee – \$150.00 plus tax and service charge for up to four (4) hours. Minimum of four (4) hours per attendant. \$37.50 plus tax and service charge for each additional hour after initial four (4) hour period
- Additional fees may apply to orders with guest guarantees lower than stated minimums. All labor fees listed are based on a minimum requirement of four hours.

### Delayed or Extended Service

On the day of your event, if the agreed upon beginning or ending service time of your meal changes by 30 minutes or more, an additional labor charge will apply.

Should your event require extended pre or post service or stand by time, often necessitated by high functions, an additional labor charge will apply.



# GENERAL INFORMATION

## POLICIES AND PROCEDURES continued

### Guarantees

The customer shall notify Centerplate, not less than five (5) business days (excluding holidays and weekends) prior to the event, the minimum number of persons the customer guarantees will attend the event (the "Guaranteed Attendance").

There may be applicable charges for events with minimal attendance.

If customer fails to notify Centerplate of the guaranteed attendance within the time required, (a) Centerplate shall prepare for and provide services to persons attending the event on the basis of the estimated attendance specified in the BEO's, and (b) such estimated attendance shall be deemed to be the guaranteed attendance.

Centerplate will be prepared to serve five percent (5%) above the guaranteed attendance, up to a maximum of 30 meals (the overage).

- If this overage is used, the customer will pay for each additional person at the same price per person/per item, plus applicable service charges and sales tax.
- Should additional persons attend the event in excess of the total of the guaranteed attendance plus the overage, Centerplate will make every attempt to accommodate such additional persons subject to product and staff availability. Customer will pay for such additional persons and/or a la carte items at the same price per person or per item plus the service charge and local taxes.

- Should the guaranteed attendance increase or decrease by 33% or more from the original contracted number of guests, an additional charge of 20% per guaranteed guest may apply.

Meal functions of 2,500 and above are considered "Specialty Events" and may require customized menus. Your catering sales professional and our executive chef will design menus that are logistically and creatively appropriate for large numbers. In certain cases, additional labor and equipment fees may be applied to successfully orchestrate these events.

The guaranteed attendance shall not exceed the maximum capacity of the areas within the facility in which the event will be held.

### Holiday Service

There will be an automatic additional labor fee for food and beverage service or preparatory days on the following Federal holidays: New Year's Eve and Day, Martin Luther King Jr. Day, President's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day.

At the time of booking the event(s), Centerplate will notify the customer of estimated labor fees based on the information supplied by the customer.



# GENERAL INFORMATION

## **POLICIES AND PROCEDURES** continued

### **China Service**

In all carpeted meeting rooms and ballrooms, china service will automatically be used for all meal services, unless our high-grade and/or compostable disposable ware is requested.

All food and beverage events located in the exhibit halls and non-carpeted areas with the exception of plated meals, are accompanied by high-grade and/or compostable disposable ware. If china is preferred, the following fees will apply:

- Breakfast, lunch, receptions and dinners: \$2.00++ per person, per meal period.
- Refreshment or coffee breaks: \$2.00++ per person, per break.

### **Concession Service**

Appropriate operation of concession outlets will occur during all show hours, starting ½ hour before doors open to the event. Centerplate reserves the right to determine which carts/outlets are open for business and hours of operation pending the flow of business.

For additional concession carts/ fixed outlets, a minimum guarantee in sales is required per cart/outlet or customer will be responsible for the difference in sales per outlet/cart.

### **Security**

At the discretion of the Kay Bailey Hutchison Convention Center Dallas, in order to maintain adequate security measures, the customer may be required to provide security for certain functions. Security personnel will be at the customer's sole expense. Please consult your event manager for details.

### **Thanks to our Local Suppliers:**

Massimo's Bakery  
Willow Bend Bakery  
Signature Baking







### **The Centerplate Way**

Centerplate is a leading global event hospitality company, serving fans and guests at more than 250 North American sports, entertainment and convention venues. Much of our success comes from our attention to the details that create truly welcoming experiences. From fresh, locally-sourced and quality ingredients, to simple and clean preparations that let the food speak clearly, to crisp, sincere and attentive service, our guiding philosophy is more “restaurant” than “caterer.” So welcome to our place! We’ll do everything we can to help you have a fantastic time.

Centerplate Stir™ is our strategic design initiative, formed to imagine and create custom hospitality solutions as uniquely compelling as the events and venues and teams they support.

Making it better to be there since 1929.

