



Request to Serve Alcohol / Happy Hour Participation

NEW this year – Drive traffic to your booth and engage with attendees by serving food & beverages in your booth! Alcohol may be served in the Exhibit Hall during official Exhibit hours only, which includes the new Happy Hour, taking place from 4:30-6:00 p.m. on Wednesday, 31 July.

[APPLY NOW!](#)

Review the regulations and requirements below and [submit your application](#) by **10 June, 2024** to serve alcohol in your booth.

PARTICIPATE IN HAPPY HOUR AND BE PART OF ATTENDEE PROMOTIONS!

- If you are planning to participate in the Happy Hour, be sure to indicate that on your application to serve alcohol so that your company can be included in attendee promotions.
- If you are serving food or other non-alcoholic beverages during Happy Hour and would like to be promoted, email us at customercare-s2024@siggraph.org

If you have any questions, please email customercare-s2024@siggraph.org.

RULES & REGULATIONS FOR SERVING ALCOHOLIC BEVERAGES IN YOUR BOOTH

- Alcohol may be served within an exhibitor's space during official exhibit hours only and NOT during exhibit set-up or tear-down under any conditions. Consent from ACM Show Management is required and may be obtained by [submitting this form](#).
- All alcoholic beverages must be purchased through the convention center caterer, Sodexo Live! and served by their staff. A \$160.00++ bartender labor fee will be applied to each bar failing to meet the \$500 minimum for sales.
- Exhibitors are not permitted to bring in their own alcohol or food without written permission from the convention center caterer.
- If you are utilizing drink tickets, they must be at least the size of business card (3.5 inches by 2 inches).
- Exhibitors can only serve alcohol within the confines of their booth space, and bar lines should not extend into the aisle or block neighboring booths.
- No cash bars are permitted, nor sales of tokens for cash.
- No minors under the age of 21 may be served any alcohol.
- Show Management and/or bartenders are fully authorized to deny all further alcohol service to persons who may appear intoxicated, disorderly or under the age of 21.
- Exhibiting companies must be fully insured and prepared with a certificate of insurance in the booth at all times. A certificate of insurance for general liability must be retained and remain in force throughout all set up, show and tear down days.
- All exhibiting companies must carry and submit proof of general liability coverage from an insurance company in good standing.