

EXHIBITOR MANUAL

Wisconsin State Fair Park



November 2-4, 2018

This Exhibitor Manual has been compiled to help you and your staff with complete details about all phases of the exhibition process at the Milwaukee Holiday Boutique.

Enclosed you will find helpful information to make your participation in our show successful.

We strongly urge that you give this manual to those having responsibility for your participation in the show.

MilwaukeeHolidayBoutique.com

MARKETPLACE | **EVENTS**
Largest Home Show Producer | in North America

SHOW MANAGEMENT

The Milwaukee Holiday Boutique is produced and managed by:

Marketplace Events

12800 N Meridian St. Ste 135 | Carmel, IN 46032

Tami Bailey, Show Manager

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SHOW TEAM

Tami Bailey

Show Manager

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Exhibit Sales Consultant | SuzyC@mpeshows.com | 317.705.8719 x 18

SHOW FACILITY

The Milwaukee Holiday Boutique is held at:

Wisconsin State Fair Park

640 S 84th Street | West Allis, WI

P: 414.443.2171

SHOW DECORATOR

Booth Furnishings: rental of tables, chairs, booth carpeting, signs, & labor

Valley Expo & Displays

4950 American Road | Rockford, IL 61109

P: 877.873.1500

F: 815.873.1544

events@valleyexpodisplays.com

Pre-Order Deadline: October 24, 2018

UTILITIES

Telephone, Internet & Electricity

These services are provided through the Exposition Center at the Wisconsin State Fair.

Questions on these services, please call 414-266-7300.

MOVE-IN | MOVE-OUT DAYS AND HOURS

MOVE-IN/OUT RESTRICTIONS

Move-in/out of materials into the exhibit halls is allowed through the east loading dock side of the facility. No move-in/out is allowed through the pre-function (lobby space) area on the north and west side of the facility.

MOVE-IN DAYS AND HOURS

Wednesday <i>CART & CARRY OR DRIVE IN*</i>	October 31, 2018	12pm - 8pm
Thursday <i>CART & CARRY OR DRIVE IN*</i>	November 1, 2018	8am - 12pm**
Thursday <i>CART & CARRY ONLY (NO DRIVE IN ALLOWED)</i>	November 1, 2018	12pm – 8pm

***DRIVE IN WILL BE AT THE DISCRETION OF SHOW MANAGEMENT AND VENUE SECURITY**

****ALL VEHICLES NEED TO BE OUT OF THE BUILDING BY 12PM**

Dollies/Hand Trucks:

Soft wheeled dollies are permitted in the facility. Hard wheeled dollies, to move equipment or supplies, are only allowed in the exhibit halls and loading docks (concrete flooring). Steel wheeled dollies or carts are not permitted in the facility.

Exhibitors requiring forklift service should make arrangements with the Show Decorator prior to move in. Call the Exhibitor Services Office at 414-266-7300 for verification of the rate for your particular need and any other questions.

Move-in must be completed by 8:00pm on Thursday, November 1, 2018.

Make sure to clear all trash, boxes, crates, etc. from the aisles on Thursday, November 1st by 8:00 pm.

If you need additional time, please make special arrangements with Show Management.

MOVE-OUT DAYS AND HOURS

Sunday	November 4, 2018	6:01pm - 10:00pm
Monday	November 5, 2018	8:00am – 3:00pm

NO EXHIBIT CAN BE REMOVED, EVEN IN PART, UNTIL IT IS ANNOUNCED OVER THE PUBLIC ADDRESS SYSTEM THAT IT IS PERMISSIBLE, LISTEN FOR THE ANNOUNCEMENT - IT WILL BE LOUD AND CLEAR!

Aisle carpet will be removed on Sunday night immediately after closing. After aisles are clear of carpet, vehicles may enter the building for loading of heavy items.

During Move-Out everything that your company brought to the Show must be removed or disposed of after the Show. If not, there will be a charge to your company for clean up.

SHOW HOURS

Friday	November 2, 2018	10:00am - 9:00pm
Saturday	November 3, 2018	10:00am - 9:00pm
Sunday	November 4, 2018	10:00am - 6:00pm

***You must man your booth each day from show open to show close. Leaving early is a violation of your signed contract.**

ACCOUNT BALANCES

Final payment for exhibit space must be made by September 12, 2018. Show management reserves the right to refuse entry to any exhibitor whose account has not been paid in full. **Badges, complimentary tickets, and parking passes will not be available until the account has been paid in full.**

PARKING

Parking for Exhibitors will enter Gate 1 (Greenfield Avenue), they will then be directed to the Exhibitor parking lot.

- No parking fees for Wednesday and Thursday of move-in or Monday of move-out.
- Parking options for Friday, Saturday, and Sunday:
 - \$6/vehicle/day (no in and out)
 - \$9/vehicle/day (with in and out privileges)
 - \$27/vehicle 3 day parking pass with in and out privileges
- All parking passes can be pre-bought through exhibitor services while on-site; The \$6 pass can be bought directly at the gate

EXHIBITOR BADGES

Exhibitor badges are required to identify yourself as an authorized exhibitor. Exhibitors will not be allowed access during show days without a badge. Exhibitor badges are not required during move-in.

Five (5) exhibitor badges are provided to each company.

You may buy additional badges for \$10.00 each.

EXHIBITOR BADGES MAY NOT BE USED AS ADMISSION TICKETS.

Exhibitor entrance:

Exhibitors are allowed entrance to the building through the Exhibitor Entrance on the dock (east) side of the facility only. Designated entrance doors will vary based on show management direction.

COMPLIMENTARY TICKETS

Each exhibitor will receive 20 complimentary tickets.

COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCE TO THE SHOW. Use your tickets to invite potential customers to the show, as a thank you to good customers and for friends and family.

SHOW OFFICE

Our show office will open on Wednesday, October 31 at 8:00am. When you arrive to move-in, please check in and pick up your exhibitor packet. The Show Office will remain open through the end of the Show, on Sunday, November 4th.

WILL CALL

Will Call will be located at the ticket office outside of Hall A.

Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME for your guests.

DECORATOR SERVICES

Valley Expo & Displays is the show decorator and provides carpet, tables, chairs, cleaning, signage etc. Please order directly with them. These forms are available on our website:

<https://milwaukeeholidayboutique.com/Exhibitor-Kit>

FLOORING

Flooring is not included in the cost of your exhibit booth. **It is mandatory that all exhibit booths are carpeted or have some type of clean, professional-looking floor covering that covers 100% of the booth's square footage.** Carpeting, Astroturf, hardwood, tile, vinyl flooring etc., may be used.

TAPE:

Duct tape, clear tape, double-faced tape and any tape that leaves residue is not allowed on the exhibitor floor. If needed, an acceptable tape is available at the Exhibitor Office during move-in/out for \$15/roll.

Visqueen must be placed on the floor before laying bricks, patios, mulch, etc. Do not drill holes, paint, nail glue or affix flooring to the Fairgrounds flooring. Any damage to the Fairgrounds flooring will be repaired at the exhibitor's expense.

TABLE COVERINGS

It is mandatory that all tables are properly skirted. Skirting must go from the edge of the table to the floor on all VISIBLE sides. All skirting must be pressed and neat. **Use of plastic table cloths, sheets, shower curtains or any type of “makeshift” table cloths is not permitted.** We strictly enforce this and will skirt all incorrectly skirted tables at the exhibitor’s expense.

All inventory and personal items must be stored COMPLETELY OUT OF SIGHT. Your booth should look professional and inviting to the attendee.



VEHICLES IN EXHIBITS

If you plan on having a vehicle in your booth as part of your display, please contact Show Management for approval and move-in instructions.

- All vehicles must have a locking gas cap or gas cap sealed with tape and no more than 1/4 tank of gas in the vehicle in accordance with the Fire Marshal regulations
- A set of keys must be left with Show Management for the duration of the show.
- All vehicle batteries must be disconnected and cables taped.

BOOTH INFORMATION, RULES & REGULATIONS

Exhibit booths will have an 8' draped back wall. On each side, a draped side rail will extend from the back of the booth to the front of the booth at a height of 3'.

Drape color is **Burgundy**, aisle carpet is **Rainforest Green**. Your exhibit area is **NOT** carpeted with facility carpeting.

Staffing Your Booth

All exhibitors are expected to be in their booths during all published show hours, as we do receive consumer complaints about un-manned displays. Our visitors pay an entrance fee and expect to be able to do business with our exhibitors at any time during show hours. If you are in violation of this rule, your company may not be permitted to exhibit with us in the future.

Demonstrations and handouts

Exhibitors demonstrating products and/or distributing marketing materials, product samples or souvenirs are not permitted to do so outside the confines of their rented exhibit area. Working in the aisle is strictly prohibited and will be enforced by show management.

ALL FOOD SAMPLING MUST BE APPROVED BY SHOW MANAGEMENT AND WISCONSIN STATE FAIR PARK

Booth Guidelines

Exhibitors are allowed to build their booth to the maximum height of 8 feet. This includes back wall and sidewalls. One 7" x 44" identification sign will be issued to each exhibitor. Your sign will read exactly as your booth was contracted.

SIGNS: Sign height may not exceed 8' (top of sign). **Exhibitors wishing to hang signs over the 8' height limit are subject to a \$500 minimum sponsorship fee which will include the hanging of the sign.** No signs over 4'X10' are permitted to be hung without preauthorization from show management. Contact show management ***BEFORE*** hanging any sign over 8' because Wisconsin State Fair Park will be responsible for labor and hanging of signs and banners. Signs may be **ONE** sided only. Signs with writing or logos on both sides are **NOT** permitted.



8'high x 10' wide x 3' front to back sides

Telephone, Internet & Electricity

These services are provided through the Exposition Center at the Wisconsin State Fair. Questions on these services, please call 414-266-7300.

Microphone, Audio Equipment & Music

Sound levels must be kept at a volume that management deems reasonable. Violators will receive one warning. If there are more problems with volume, Show Management reserves the right to prohibit the exhibitor from using sound equipment for the remainder of the show.

Music, Photographs & Other Copyrighted Materials

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitor's booth or display. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to Marketplace Events proof that the exhibitor has, or does not need, a license to use such music or copyrighted material. Marketplace Events reserves the right to remove from the exhibit all or any part of any booth or display which incorporates music, photographs or other copyrighted material and for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for all claims, causes of action, suits, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violation of infringement (or claimed violation or infringement) by exhibitor, exhibitor's agent or employees of any patent, copyright or trade secret rights or privileges.

Gas Hook-up

This service is provided through the Exposition Center at the Wisconsin State Fair. Questions on these services, please call 414-266-7300.

SECURITY

Show Management provides 24 hour security for the show floor during move-in, move-out, show hours and overnight. However, neither Show Management nor the Wisconsin State Fair is responsible for lost, damaged or stolen articles. We encourage you to take all valuables with you when the show closes each evening. A tarp/sheet covering your booth after show hours goes a long way in securing your belongings.

Most thefts happen during move-in, move-out and within 30 minutes of show closing. Staff your booth accordingly and when the show does close, wait for the attendees to clear out.

Report anything of a suspicious nature to Show Management and/or Security. Leads can be followed up to avoid incidents of theft.

Ensure you are adequately insured.

INSURANCE

Show Management is insured against public liability and property damage claims arising out of the conduct of the show. This insurance does not cover exhibitors' property, which is placed on display at the exhibitor's risk. Every reasonable precaution will be taken to protect exhibitors' properties, but Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident or other causes. Please refer to items #4 and 5 on your exhibitor contract/application or contact Show Management if you have questions.

SHIPPING INFORMATION

ADVANCE TO WAREHOUSE: 9/28/18-10/26/18

YRC Freight
C/O Valley Expo & Displays
6880 South Howell Ave.
Oak Creek, WI 53154
Attention: Milwaukee Holiday Boutique
Booth # & YOUR Company Name and Onsite Contact

DIRECTLY TO SHOW SITE: 10/31/2018 from 12PM-8PM & 11/1/2018 from 8AM-8PM

Wisconsin Exposition Center
C/O Valley Expo & Displays
8200 W. Greenfield Ave.
West Allis, WI 53215
Attention: Milwaukee Holiday Boutique
Booth # & YOUR Company Name and Onsite Contact
Items will not be delivered without this information

All shipments must be prepaid and should be clearly marked with your company name, booth number and Building Name.

Show Management is not responsible for your packages; please do not send packages before your arrival as you MUST be present to sign for them.

Please make arrangements to dispose of or store shipping crates with the show decorator.

BUILDING REGULATIONS

Smoking Regulations

No smoking is permitted inside any building at the fairgrounds.

Alcohol/Drugs Regulations

No alcohol may be consumed on show site other than during designated times and locations as specified in this Exhibitor Service Manual and/or on posted signage by the show facility. Alcohol consumption is strictly forbidden during all move-in and move-out hours. Additionally, the use or distribution of illegal drugs is strictly forbidden. Any persons including exhibitors, service providers, employees, attendees or anyone else working at or attending the show that does not comply with this policy will be removed from the show and their credentials will be revoked.

Sale of Merchandise at the Show

All Exhibitors are reminded that to sell products "cash and carry" during the show, you must comply with all rules and regulations of Marketplace Events. Exhibitors are responsible for obtaining any such permits as required. Only merchandise approved by the show may be sold. No food or drinks may be sold without the approval of show management and Fairgrounds Concessions.

Local Sales Tax:5.6%

***If you are an out of state exhibitor please refer to this link below.**

https://marketplaceevents.azureedge.net/sitefinity/docs/librariesprovider84/default-document-library/1-wi-temporary-event-operator-and-seller-information.pdf?sfvrsn=61d613d_2

Animals/Pets

Service animals are allowed inside the building during event hours of the event. **Personal pets are not allowed unless preauthorized by show management.**

Helium items

No exhibitor will be permitted on the roof of the building for the purpose of installing aerials or for any other reason.

NO HELIUM, PROPANE OR GAS CONTAINERS ARE ALLOWED.

HELIUM FILLED BALLOONS ARE NOT ALLOWED TO BE GIVEN OUT TO VISITORS.

Fire Regulations

All material used in the construction and decoration of an exhibit must be flame retardant. This includes scenery, backdrops, drapes, table and dust covers.*

No hazardous material will be permitted in an exhibit.

No vehicles or other apparatus, which has a fuel tank, will be permitted as a display without written permission from show management.

***THE FIRE MARSHALL OF THE STATE OF WISCONSIN RESERVES THE RIGHT TO MAKE ANY FINAL DECISION REGARDING THE ABOVE REQUIREMENTS.**

NOTE: ALL ABOVE REGULATIONS ARE REQUIRED UNDER THE FIRE CODES OF THE STATE OF WISCONSIN.

**Milwaukee Holiday Boutique
November 2-4, 2018**

ORDER FORM FOR ADDITIONAL SHOW BADGES & TICKETS

EXHIBITOR BADGES DO NOT NEED SPECIFIC NAMES OF EMPLOYEES WORKING THE EXHIBIT. BADGES ARE FOR DAILY SHOW ADMITTANCE.

Number of Badges requested: _____ X **\$10.00**= \$ _____

Number of Tickets Requested: _____ X **\$6.00** = \$ _____

TOTAL AMOUNT DUE: \$ _____

Company Name _____

Name on card _____

Charge My Credit Card: **VISA | MC | AMEX | DISCOVER**

Card Number _____ Exp. Date _____

Signature: _____

Phone Number: _____

Billing Zip Code: _____

Payment by check:

Name on check: _____ Check number: _____

Phone Number: _____

