



**WISCONSIN**  
**CENTER DISTRICT**  
MEETINGS | CONVENTIONS | EVENTS

# Exhibitor Ordering Kit

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<https://bairdcenter.com/exhibitor-information/>

Revised: 1/16/2024

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# Welcome

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As owners and operators of three of downtown Milwaukee's largest venues, the Wisconsin Center District (WCD) is proud to welcome you to the city we love for a terrific event in the Baird Center, Miller High Life Theatre or UW-Milwaukee Panther Arena.

The WCD staff works within the framework of three driving pillars: Be Bold. Be Proud. Be Experience Obsessed. These phrases guide everyday actions and decision making, empowering our staff to make the best decisions possible for all clients, guests, attendees, customers, vendors and exhibitors. That means that from ordering to execution, any WCD staff member is available to answer questions and provide the best possible exhibitor experience.

We are pleased to feature an easy-to-use online ordering process. This Exhibitor Kit is designed to provide information about all of the services available, making planning and ordering easy.

Each service selection contains the following:

- Description of services, equipment and pricing.
- Installation and connection information.
- Terms and conditions.
- Frequently asked questions.

My expectation is that WCD venues are recognized for providing superb, captivating and buzzworthy experiences, which starts with providing best-in-class service and support. If you have any additional questions do not hesitate to reach out to our team at [ExhibitorSvc@wcd.org](mailto:ExhibitorSvc@wcd.org).

The WCD is dedicated to making Milwaukee a not-to-be-missed destination. While you're here, I hope we prove that to you time and time again.

All the best,

Marty Brooks  
President and CEO  
Wisconsin Center District

# Ordering Policies & Procedures

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**Ordering:** All orders must be placed online; no phone, email or faxed orders will be accepted. To place an order visit <https://bairdcenter.com/exhibitor-information/>, click the Exhibitor Store button, select the event that is being attended and order your items. Please see our Exhibitor How-To Guide for a step-by-step walkthrough of this process.

**Online store and pricing structure:** The exhibitor store will open 90 days prior to the first contracted move-in date of the show. Our tiered pricing is as follows:

- Advanced pricing – 31-90 days prior.
- Standard pricing – 14-30 days prior.
- Floor rate – 0-13 days prior.

**On-site ordering:** A service desk will be available during move in, located next to the decorator. A WCD representative will be able to assist you with needs regarding services ordered and onsite ordering.

**Payments:** All payments must be made at the time of your order via credit card, no checks will be accepted. The date which orders are received determines the applicable rate as stated above.

**Refunds:** Cancellations must be received in writing to [exhibitorsvc@wcd.org](mailto:exhibitorsvc@wcd.org). Refund eligibility will be based on the dates the cancellation notice is received. No refunds will be issued after installation of service.

- 100% Refund – 61-90 days prior.
- 50% Refund – 31-60 days prior.
- No Refund – 0-30 days prior.

## **General terms and conditions**

- Booth numbers and booth layouts must be provided at the time an order is placed. Any changes must be communicated prior to move in. Changes to booth layouts after services are installed may be subject to labor charges.
  - Please complete the Booth Map Template and attach the document with your order.
- If an order requires additional labor charges, this will be billed post-event via an invoice.
- WCD electricians, engineers and IT technicians are the only authorized personnel with access to utility floor pockets. Utility requirements crossing aisles will not be installed unless pre-approved by show management and WCD management.
- Exhibitors are not permitted to use water from restroom faucets or janitorial closets for exhibitor purposes. The exhibitor clean-up room, located near the dock office, can be opened for use if requested.
- All equipment must conform to all federal, state and local fire and safety codes. WCD reserves the right to inspect and reject any and all connections and equipment that any customer uses while in the WCD facilities.

# Building Policies

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**Anchoring:** Any anchoring or drilling into the exhibit floor or any other surface within the WCD facilities is strictly prohibited.

**Animals:** Service animals are permitted within the WCD facilities. However, non-service animals/pets are not permitted within the WCD facilities without proper approval by WCD management.

**Audio-visual:** CTI is the WCD's in-house audio-visual provider for all WCD facilities. Exhibitors may order and arrange services through our online store. For additional information please contact the CTI sales team at 414-908-6190.

**Composting:** Can be made available upon request, please contact Levy Restaurants at 414-908-6154.

**Compressed gas:** The use of compressed gas is permitted within the WCD with prior approval under the below circumstances.

- Cylinders are limited to one-pound capacity and a booth may only contain one cylinder at any one time. Reserve cylinders shall be limited to 20 and must be secured in a safe, non-public, area as designated by the WCD.
- Propane tanks larger than one pound must be stored outside of the facility on the loading dock.
- Forklifts are permitted to use propane tanks (limit of 30 pounds) within the WCD during load in and out days as long as they are properly secured and have been properly inspected prior to and after each use.
- Propane tanks on forklifts must be removed from the WCD and stored outside in the propane storage locations. A maximum of one propane tank may be left on or near one forklift for use during the event hours if needed for any reason.

**Confetti:** The use of any glitter, confetti, sand or simulated snow types of material are not permitted in WCD facilities without approval by WCD management. Any approved use will be subject to a cleaning fee.

**Decals:** Adhesive-backed decals are not permitted to be distributed or used inside the facilities.

**Display vehicles:** When exhibiting motor vehicles inside WCD facilities the following requirements must be abided by:

- Display permit must be obtained from the city of Milwaukee – email [exhibitorsvc@wcd.org](mailto:exhibitorsvc@wcd.org) to inquire about this permit.
- Disconnect the battery.
- Reduce the amount of gas to ¼ tank or less.
- Lock or tape shut the gas cap.
- Place a drip pan under vehicle's engine.
- Avoid all carpeted areas of the building unless approved by WCD management.

# Building Policies

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**Donations:** The WCD works closely with local charities to facilitate donations. Please contact [exhibitorsvc@wcd.org](mailto:exhibitorsvc@wcd.org) to coordinate or arrange for donations.

**Drone policy:** The operation (flight) of any drone/aerial vehicles on WCD property is strictly prohibited.

**Fire extinguishers:** Exhibit booths with walls or enclosed ceilings larger than 10x10 (100 sq/ft) are required to have a portable fire extinguisher inside the structure.

**Food and beverage:** Levy Restaurants is the exclusive provider for all food and beverage within WCD facilities. Exhibitors may order and arrange catering services via our online ordering system. For additional information please contact the Levy sales team at 414-908-6154.

**Fog/hazers:** Only water-based machines are permitted within WCD facilities. The use of oil-based smoke, hazers or fog is strictly prohibited.

**Gratuities:** WCD policy prohibits the solicitation or acceptance of gratuities, regardless of the value. This includes offering leftover items that show management or exhibitors have given away or sold while participating in events within WCD facilities.

**Helium:** Helium balloons are not permitted in WCD facilities without approval by WCD management. Any approved use will be subject to a removal fee should balloons rise to the ceiling.

**Loading dock:** The Baird Center loading dock entrance is located at 850 N. Sixth St. The dock can only be entered from the North Helix and must always be exited via the South Helix. There are sixteen (16) loading docks and three (3) drive-up ramps. If show permits POV dock load in/load out – fifteen (15) minutes will be allowed for exhibitor vehicles to unload/load per vehicle.

**Medical shows/waste:** Any hazardous waste disposal and clean up must be approved prior to move-in. The WCD will not handle any disposal of medical waste, this will be the responsibility of show management. Sharps must be in red containers, clearly labelled as such and must not be disposed of in regular trash containers. Please do not leave needles and sharps boxes unattended.

**Meeting room space:** Looking for private meeting room space during the show? Submit your inquiry to [exhibitorsvc@wcd.org](mailto:exhibitorsvc@wcd.org) for space availability and pricing.

**Pyrotechnics:** The use of pyrotechnics is strictly prohibited in the Baird Center.

**Public Safety department (PSD) 414-908-6165:** In case of an emergency in and around our facilities, contact PSD at **6165** on any house phone. The PSD office is staffed 24 hours a day, seven (7) days a week and can act as the first response to any emergency in the facilities. They will also be able to route necessary medical staff to proper address and entry point when needed.

**Rigging:** IATSE Local 18 stagehand union is the WCD's exclusive provider for all rigging services. If any rigging is required for booth construction, sign hanging or lighting purposes, this must be ordered through the online store. The deadline for rigging orders is 14 days prior to the first contracted date.

# Building Policies

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**Shipping:** The WCD will not accept advance materials or freight due to storage limitations and liability concerns. All freight and packages must be shipped to the contracted decorator and will then be delivered to the WCD only during designated move in times. Early deliveries may be turned away or returned to sender. Exhibit materials must be removed from premise by the end of the designated move out period. WCD is not responsible for materials left behind. Onsite shipping options are not available unless arranged through show management and the contracted decorator.

**Smoking:** The WCD is a smoke and tobacco-free campus. All forms of smoking and the use of tobacco products, including vaping, chewing tobacco and e-cigarettes, are strictly prohibited inside the facilities and anywhere on property, including the surrounding sidewalks and parking lot.

**Sponsorship and branding:** Looking for sponsorship and branding opportunities? The WCD has digital and physical branding opportunities throughout our campus. Submit your inquiry to [exhibitorsvc@wcd.org](mailto:exhibitorsvc@wcd.org) for availability and pricing.

**Tape:** The contracted decorator is responsible for the removal of all tape and tape residue from all surfaces in the exhibition halls, pre-function, ballroom and meeting room floors. Any damages caused to a surface by the use of such tape or any tools for removal will be subject to a fee. Below are the approved materials for WCD facilities:

- Exhibit Hall floor – Polyken double-sided carpet tape.
- Carpeted surfaces – Gaffers tape.
- Walls and doors – Painter’s tape or Remo Two mounting tape.

**Tax-exempt:** Please send your state tax exemption form to [exhibitorsvc@wcd.org](mailto:exhibitorsvc@wcd.org) if your order should be tax exempt.

**Vending:** Vending machines are available to purchase food and beverage options in both the Conflux (located on the First Floor) and the Smart Market (located on the Third Floor).

# Green Initiatives

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The Wisconsin Center District has a Silver certification under Waste Management’s Green Leader™ program. Please use the following tips to assist us with our green initiatives.

- Place cardboard and plastic in aisle ways or by pillars for WCD staff to collect and dispose of properly during move-in/move-out.
- Please dispose of any recyclable materials in the proper containers on the show floor.
- Consider using virtual presentation materials vs. printed materials.
- Use cloth table covers instead of disposable plastic or visqueen.
- Walk from your hotel to the WCD facilities via the city-wide skywalks.



# Food Show Guidelines

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All food and beverages within WCD facilities are operated and controlled by Levy Restaurants, the WCD's exclusive food and beverage provider. Special contracts are required for food shows when food will be prepared or distributed on WCD property.

Fire extinguishers are required and must be readily available within any booth in which cooking will be taking place. Exhibitors using heated oil or grease for cooking (or for any other purpose), must have a type "K" fire extinguisher present. Fire code prohibits the use of any type "B" extinguisher for the purpose of extinguishing a cooking oil or grease fire.

## **If approval has been provided by the WCD, the following cooking regulations apply:**

- Electrical appliances, sterno's and hot plates are the preferred method for cooking.
- Gas stoves are permitted but may only be used in the exhibit halls near the columns. Please refer to building services pricing for the cost of a gas hook up.
- Fryers are permitted only if they have an airtight cover and with permission of WCD management. Open fryers are strictly prohibited as grease and oil vapors will damage the HVAC equipment.
- Propane cooking is permitted but only with tanks of five pounds or less. Tank must be secured in an upright position to avoid tipping over. Any reserve tanks must be secured and stored outside the facilities.
- Flame grills are permitted based on space availability outside. Dock space must be arranged in advance with permission of WCD management.
- Charcoal or wood use for cooking is strictly prohibited.
- Sinks for handwashing and/or cleaning must be provided with an adequate supply of hot and cold water, along with a drain. WCD will not provide any hot water heaters.
- Cooking is strictly prohibited under any canopy or structure within the buildings.
- All cooking equipment must be used only on non-combustible surfaces.
- Grease and waste should only be disposed of in the designated grease barrel locations. Please do not use restrooms or exhibitor clean up room for disposal. Failure to comply could lead to a building clean up fee.
- Food trucks may be displayed as long as a vehicle display permit is obtained (contact [exhibitorsvc@wcd.org](mailto:exhibitorsvc@wcd.org) for information) and all regulations listed on Page five (5) are met. Food trucks are not permitted to cook/serve food while inside any WCD facilities and should serve only as display vehicles.





# Decorator Information

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**Check-in / Check-out:** All contractors working in the WCD are required to sign in and out of the building in the PSD office and comply with any standing procedures for entering the building. The entrance to PSD is located at 750 N. Sixth St.

**Dock:** Loading dock ramps are to be used for vehicle traffic only. Pedestrian traffic on the ramps is strictly prohibited. When parking on the dock you must display your WCD-issued hangtag. Motorcycles are not permitted to park on the dock.

**Emergency/medical – Public Safety department (PSD) 414-908-6165:** In case of an emergency in and around our facilities, contact PSD at **6165** on any house phone. The PSD office is staffed 24 hours a day, seven (7) days a week and can act as the first response to any emergency in the facilities. They will also be able to route necessary medical staff to proper address and entry point when needed.

**Fire towers / restricted areas:** PSD must be notified whenever access is required to fire towers, mechanic halls or other secure areas. These areas should be opened and then locked back up. Please contact PSD on the radio or at **6165** any time you enter or exit these doors as they will signal an alarm.

**Incident, injury and damage reports:** Incident, injury and damage reports must to be documented with PSD as soon as they happen. Call PSD at **6165** immediately to ensure that they are able to capture statements and photos of any incident, injury or damage.

**Parking:** Paid parking is available in nearby parking lots, please visit [www.spothero.com](http://www.spothero.com) to see pricing and availability.

**Production schedule:** A production schedule is required to be submitted no later than 30 days prior to load in. Please use the production schedule template found on the WCD website.

**Scissors lift/Boom lift/Forklift:** WCD lifts can only be operated by WCD staff or IATSE Local 18 Labor. The decorator can bring in their own lifts, but are required to provide fall protection for anyone working in lifts. Only certified trained operators are permitted on lift equipment. Be aware of your surroundings, patrons, building limits, load weights, traffic, etc.

**Smoking:** The WCD is a smoke and tobacco-free campus. All forms of smoking and the use of tobacco products, including vaping, chewing tobacco and e-cigarettes are strictly prohibited inside the facilities and anywhere on property, including the surrounding sidewalks and parking lot.

**Uniform:** Please wear a company logo top (shirt) and appropriate pants/shoes. The WCD is a high-profile enterprise and often have multiple companies attending events in our buildings simultaneously. Cut-off shorts, ripped jeans or flip flops are strictly prohibited and wearers will be turned away.

# Electrical Services

The WCD offers a variety of electrical services through our experienced in-house building electricians.

<b><u>Standard 120V services</u></b>	31-90 days <b><u>Advanced</u></b>	14-30 days <b><u>Standard</u></b>	0-13 days <b><u>Floor</u></b>
Standard 20-amp 120V	\$189	\$246	\$319
Standard 20-amp 120V + Power Strip	\$224	\$291	\$379
Standard 20-amp 120V + Extension Cord	\$224	\$291	\$379
Standard 20-amp 120V + Power Strip + Extension Cord	\$264	\$343	\$446

<b><u>208V services</u></b>	<b><u>Advanced</u></b>	<b><u>Standard</u></b>	<b><u>Floor</u></b>
10-30-amp 208V 1 phase	\$404	\$525	\$683
10-30-amp 208V 3 phase	\$509	\$662	\$860
40-60-amp 208V 1 phase	\$484	\$629	\$818
40-60-amp 208V 3 phase	\$624	\$811	\$1,055
70-100-amp 208V 1 phase	\$704	\$915	\$1,190
70-100-amp 208V 3 phase	\$1,014	\$1,318	\$1,714

<b><u>480V services</u></b>	<b><u>Advanced</u></b>	<b><u>Standard</u></b>	<b><u>Floor</u></b>
10-30-amp 480V 1 phase	\$744	\$967	Not Available
10-30-amp 480V 3 phase	\$854	\$1,110	Not Available
40-60-amp 480V 1 phase	\$799	\$1,039	Not Available
40-60-amp 480V 3 phase	\$869	\$1,130	Not Available
70-100-amp 480V 1 phase	\$854	\$1,110	Not Available
70-100-amp 480V 3 phase	\$1,109	\$1,442	Not Available

All 480V services will require hardwire installation by WCD Electrical department from the ceiling bus-duct in the Exhibit Hall. Pricing above includes four (4) hours of electrical labor for install/removal. Additional labor fees may apply for any changes to location or if additional wiring is required.

The deadline for 480V services is 14 days prior to the first contracted date.

Any order with four or more power connections will be subject to post event labor charges – this will be determined based on the location needed and time necessary for installation.

**Electrical labor** \$119/hour

# Electrical Services

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## Installation and distribution

- WCD electricians will provide the initial electrical power source, exhibitors may then plug in their own equipment to that power source.
- Electrical service is run from the nearest floor pocket into the booth.
- Electrical outlets will be left at the back center of the booth unless a booth layout is provided with your online order. For orders with four (4) or more 120V power drops, any 208V services or any 480V services a booth layout will be required.
  - Please complete the Booth Map Template and attach the document with your order.
- WCD will supply a NEMA L21-30 for 10-30Amp 208V hookups. If a different NEMA number plug is needed please enter that information in the description field when placing your order.

## Overhead power

- If an overhead sign, truss, banner or other rigged item requires overhead 120V/208V/480V power, the WCD can provide this service throughout the Baird Center Exhibit Hall. When ordering rigging packages, select one of the electrical rigging options.
- All 480V services will require hardwire installation by WCD Electrical department from the ceiling bus-duct in the Exhibit Hall. Pricing includes four (4) hours of electrical labor for install/removal. Additional labor fees may apply for any changes to location or if additional wiring is required.

## Terms and conditions

- The WCD is the exclusive provider for all electrical services. All electrical equipment shall remain on the WCD campus and may not be installed or removed by anyone other than WCD personnel.
- All services listed include labor to install and remove said service. Additional fees may apply if there are open end machines, if hardwire installation is needed or if cord caps or pigtailed need to be provided. If an exhibitor requires additional electrical labor, outside the standard services, services will be billed at an hourly rate. Labor rates are based on current wage and benefit rates and are subject to change without notice.
  - Electrical labor will be billed starting at \$119/hour.
- All cords must be of the three-wire grounded type and UL approved. Cords can be no smaller than 12 gauge. Any exposed non-current carrying metal parts of fixed equipment must be grounded.
- Electrical equipment must be properly tagged and wired with complete information as to type of current, voltage, phase, cycle, horsepower, etc.
- The WCD will not provide step-up or step-down transformers, our building power is 120V/208V and 277V/480V.
- The WCD is not responsible for voltage variations of the power company.

# Electrical Services

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## Frequently asked questions

### How do I know how much power I need to order?

When determining how much power to order for a booth, it is helpful to know how much total power is required for the equipment in your booth space. Below, we have outlined some standard electrical requirements (requirements may vary).

- Standard laptop            250-550 watts
- Standard TV                300-400 watts
- Standard printer            300-500 watts

Items like laptops, standard booth lights and televisions may be grouped together on one circuit provided they do not exceed the overall limit of the circuit or the surge protection device. There is some equipment that requires its own circuit to run properly. For example, a microwave or refrigerator should not use the same power source.

### How do I know if I need a 208V or 480V connection?

Most exhibitors do not require special connections like a 208V or 480V connection. Many times, these types of electrical services are required for heavy equipment and/or specialized machinery. Consult with the equipment manufacturer, name plate rating or installation technician for specific details. Exhibitors who bring their own distribution panels may need one of these special connections.

### Is electrical a daily charge?

The electrical charge is for the duration of the event.

### How many outlets can I plug into?

There is one connection point per outlet or service ordered. Power strips can be ordered for an additional fee, but do not provide additional power. The WCD has six-plug power strips available for rent. Exhibitors may bring their own, but must have circuit protection. Services exceeding 120V cannot accommodate power strips.

### When will my services be installed?

All pre-orders will be installed prior to exhibitor move-in. Orders placed at the service desk are guaranteed to be installed before the show opens. Any special requests such as temporary chain motor power, programming machinery or testing equipment must be noted in your order.

### Do I need to submit a booth layout?

For orders with four (4) or more 120V power drops, any 208V services or any 480V services, a booth layout will be required. Standard 10x10 booths without a layout will have power installed at the back centre of the booth. If no layout is provided and services need to be relocated after the initial installation, additional labor fees will be incurred.

- Please complete the Booth Map Template and attach the document with your order.

# Information Technology Services

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The WCD offers a variety of information technology (IT) services through an experienced team of in-house technicians.

All IT services are subject to a Wisconsin Sales tax at 7.9%.

	31-90 days <b><u>Advanced</u></b>	14-30 days <b><u>Standard</u></b>	0-13 days <b><u>Floor</u></b>
<b><u>Wired internet service</u></b>			
Single device, includes 1 private IP Address (DHCP), routers prohibited			
Basic (25Mbps)	\$319	\$415	\$539
Standard (100Mbps)	\$1,024	\$1,331	\$1,731
Premium (1Gbps)	\$6,259	\$8,137	Not Available
Additional Devices	\$119	\$155	\$201
<b><u>Dedicated wired internet service</u></b>			
Multiple devices, 4 public IP addresses (static), routers supported			
5 Mbps	\$3,039	\$3,951	\$5,136
<b><u>Wireless internet service</u></b>			
Auto-generated password to the WCD shared events network, not rate limited			
Premium Wi-Fi – 1 Device	\$184	\$239	\$311
<b><u>Custom booth Wi-Fi network</u></b>			
Wireless access point in booth, personalized SSID and Password, not rate limited			
Wi-Fi Hotspot – 15 Devices	\$1,714	\$2,228	\$2,897
Wi-Fi Hotspot – 25 Devices	\$3,689	\$4,796	\$6,234

**IT labor** \$150/hour

# Information Technology Services

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## Installation and distribution

- Internet service is delivered to a single location within your room or booth. If you require access for more than one computer or device, make sure you order service for all additional devices.
- All services will be installed during designated move-in times. Installation will be finalized once the event space is clear of freight and other obstacles. Services will be disconnected on the last day of the event, after the official closing time.
- Wired Internet service can extend up to 30 feet from the original drop location as long as cabling is sufficiently secured and stays within your contracted space; otherwise, additional wired Internet service(s) will be required.
- All services are tested once installation is completed. Performance reports and other statistics for Internet services are kept on file for up to one month and can be issued upon request.
- The WCD is not responsible for the installation, programming or performance of customer (non-WCD) equipment. Additional labor costs may be applied if assistance is required for installing or troubleshooting of customer equipment if the problem is found not to be the fault of the WCD.
- Only WCD personnel can complete special wiring in WCD's facilities, unless arranged prior with written approval. Supplemental services ordered from outside providers will be placed in a WCD-controlled IT telecommunications room. These services will be extended to desired locations by WCD personnel and will be assessed co-location fees for services, plus wiring and labor.
- A drawing indicating service placement(s) is required to be submitted with all wired internet orders. If a drawing is not received, WCD personnel will drop service in an area of the booth or room that they deem to be most convenient. Additional labor fees may be assessed to relocate lines once they have been placed.
  - Please complete the Booth Map Template and attach the document with your order.
- Rates quoted for all services include bringing the requested communication services to the booth or room in the most convenient manner and do not include special wiring, overhead drops and/or special setup or installation of client equipment. Additional labor fees may be assessed when special services are required and would be invoiced post-event.
  - IT labor will be billed starting at \$150/hour.

## Terms and conditions

- The WCD is the exclusive provider for all telephone and internet services. All materials and equipment shall remain on the WCD campus and may not be installed or removed by anyone other than WCD personnel.
- Any resale or unauthorized distribution of these services is strictly prohibited.
- A replacement fee will be assessed on any materials and equipment that are damaged and/or not returned at the close of the event.
- Disputes concerning service must be filed in writing with the WCD IT department prior to the close of the show. Disputes will be resolved by the WCD in a timely manner.

# Information Technology Services

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- The WCD cannot guarantee the performance or accessibility of services beyond WCD's internet gateway.
- Wireless connection speeds will vary. The actual speed depends on a variety of factors, such as the number of users on the network, personal device capabilities and the size and location of the upload or download.
- Wireless service is inherently vulnerable to interference from equipment and devices that transmit on the same radio channels, operate within the same frequency spectrum or have the ability to corrupt or block wireless frequencies. The WCD cannot guarantee that interference will not occur.
- Credit will not be given for decreased wireless performance due to interference generated by the event and its exhibitors, contractors or attendees.
- Using 5 GHz capable devices (802.11a/n/ac) is strongly encouraged as wireless speeds and connectivity will not be guaranteed in the 2.4 GHz band.
- The WCD is not responsible for wireless networks that it does not own or manage.
- The WCD does NOT recommend wireless service for critical event activities such as web presentations, online sales, registration or video streaming. For these and other critical activities, the WCD recommends purchasing wired service.
- Customer provided access points are authorized for use within WCD facilities only with WCD's prior approval (wireless access points without adjustable power outputs cannot be authorized under any circumstances). Customers who attempt to set up their own wireless system can interfere with other events' services and/or WCD's wireless network. WCD requires all customers showcasing their wireless products to contact WCD no less than 30 days prior to the event move-in so that we may engineer a cohesive wireless network without interference. Approvals may incur an additional labor charge.
- The WCD does not provide security, such as firewalls or anti-virus features on its Internet services. It is the sole responsibility of the customer to provide their own necessary security precautions. The WCD is not responsible for any damages arising from the use of non-secured devices on the network.
- The WCD recommends that all devices directly or indirectly accessing the network have the latest anti-virus software, security updates, system patches and any other technological precautions necessary to protect yourself and others from viruses, malicious programs and other disruptive applications. Any device which adversely effects the WCD network may cause service interruptions to yourself and others which can lead to disconnection of your equipment from the network, with or without prior notice, at the WCD's discretion. The device(s) in question will remain disconnected until all issues are adequately resolved. All charges will apply and no refunds will be given. Additional charges may apply for trouble diagnosis and/or problem resolution.



# Information Technology Services

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## Frequently asked questions

### **I ordered a service that requires IP address information, how do I receive this information?**

When you are onsite and ready to configure your computers, please visit the Exhibitor Service Desk to retrieve your IP information.

### **Do you offer wireless internet?**

The WCD offers free wireless internet service throughout our facilities. This service is designed for casual users and not guaranteed with fast browsing speeds. If you are relying on the internet to showcase your product or services we strongly recommend a wired internet connection for guaranteed connections.

### **Do I need to submit a booth layout?**

A booth layout is required for all wired telephone and internet orders. For standard 10x10 booths without a layout, services will be installed at the back centre of the booth. If no layout is provided and services need to be moved after they have been installed, additional labor fees will be incurred.

- Please complete the Booth Map Template and attach the document with your order.



# Mechanical Services

The WCD offers a variety of mechanical services through our experienced in-house building engineers.

<u>Air/gas services</u>	31-90 days <u>Advanced</u>	14-30 days <u>Standard</u>	0-13 days <u>Floor</u>
Compressed air ¼ inch	\$214	\$278	\$362
Compressed air ⅜ inch	\$214	\$278	\$362
Compressed air ½ inch	\$294	\$382	\$497
Gas line	\$279	\$363	\$472

<u>Water services</u>	<u>Advanced</u>	<u>Standard</u>	<u>Floor</u>
Water – running line	\$209	\$272	\$353
Water – 1-time fill (up to 500 gallons)	\$209	\$272	\$353
Drain only – ½ inch line	\$209	\$272	\$353

Engineer labor            \$119/hour

## Installation and distribution

- WCD engineers will provide the service from the nearest floor pocket into the booth. Exhibitors must furnish the necessary fittings to connect to ¼ inch, ⅜ inch, ½ inch female (NPT) thread for air and water connections. Exhibitors must also provide your own regulator for air pressures as the pressures may vary.
- WCD engineers are unable to provide metric fittings, adaptors or airlines.
- Air and water connections are available in limited locations on the exhibit floor. Connection sizes and booth locations all factor into planning to supply air and water to exhibitor booths.
- Air and water services are strictly prohibited from crossing aiseways. WCD will work with show management to relocate a booth if a service order cannot be fulfilled in its current location.

## Terms and conditions

- The WCD is the exclusive provider for all air and water services. All equipment shall remain on the WCD campus and may not be installed or removed by anyone other than WCD personnel.
- Exhibitors are not permitted to fill or drain their own equipment, use individual air compressors or bring their own compressed gasses from an outside vendor.
- All services listed include labor to install and remove said service. If an exhibitor requires additional engineering labor, outside the standard services, services will be billed at an hourly rate. Additional labor would be billed post-event pending the amount time required for installation and/or removal. Labor rates are based on current wage and benefit rates and are subject to change without notice.
  - Engineer labor will be billed starting at \$119/hour.

# Mechanical Services

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## Frequently asked questions

### **Do all water connections need a drain?**

While most water connections do require a drain service, there are some cases where the drain is unnecessary. When the water provided is being consumed or evaporated, a drain is not needed. For example, exhibitors using water service for a coffee machine do not need to order a drain because the water is being consumed.

### **Will you provide the fittings and hoses for my water and drain connections?**

To ensure that your booth's equipment runs properly we ask that you supply your own regulators, fittings, filters and hoses.

### **Can I fill my equipment via a sink?**

Exhibitors are not permitted to bring in their own water or use WCD sinks to fill their own equipment.

### **Do you allow exhibitors to bring in helium balloons into the facilities?**

No, we do not permit helium balloons in any WCD facility.

### **Do I need to submit a booth layout?**

WCD requires a booth layout for all booths requesting air or water services. These services can only be provided from floor pockets located every 60 feet throughout the Exhibit Hall. If no layout is provided and services need to be moved after they have been installed, additional labor fees will be incurred.

- Please complete the Booth Map Template and attach the document with your order.



# Rigging Services

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The WCD provides rigging exclusively through IATSE Local 18.

<b><u>Sign hanging packages</u></b>	31-90 days <b><u>Advanced</u></b>	14-30 days <b><u>Standard</u></b>	0-13 days <b><u>Floor</u></b>
Basic rigging package	\$799	\$1,039	Not available
<ul style="list-style-type: none"> <li>This package includes rigging labor and lifts necessary to install and take down one sign/banner with one to two hanging points. All signs must be pre-assembled prior to scheduled sign hanging time.</li> </ul>			
Basic rigging with assembly labor	\$1,014	\$1,318	Not available
<ul style="list-style-type: none"> <li>This package includes two stagehands for one hour for sign assembly, rigging labor and lifts necessary to install and take down one sign/banner with one to two hanging points. Labor will arrive to your booth one hour prior to scheduled sign hanging time.</li> </ul>			
Electrical rigging package	\$989	\$1,286	Not available
<ul style="list-style-type: none"> <li>This package includes rigging labor and lifts necessary to install and take down one sign/banner with one to two hanging points. All signs must be pre-assembled prior to scheduled sign hanging time. One (1) 20-amp 120V power connection will be provided to power the sign from the ceiling.</li> </ul>			
Electrical rigging with assembly labor	\$1,204	\$1,565	Not available
<ul style="list-style-type: none"> <li>This package includes two stagehands for one hour for sign assembly, rigging labor and lifts necessary to install and take down one sign/banner with one to two hanging points. Labor will arrive to your booth one hour prior to scheduled sign hanging time. One (1) 20-amp 120V power connection will be provided to power the sign from the ceiling.</li> </ul>			

## Custom rigging quotes

**\*Prices vary based on scope of work\***

- CTI, WCD's in-house A-V company, can assist with your custom rigging needs. Please submit your rigging specifications to CTI Productions, [productions@cti.com](mailto:productions@cti.com), for a custom rigging quote.
- CTI will work closely with you to make sure all safety requirements are met for IATSE Local 18 rigging protocols and guidelines.
- All custom rigging orders will need to be confirmed and paid for in full no less than 14 days prior to the show move-in date.

# Rigging Services

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## Terms and conditions

- All rigging prices are based on signs with one (1) or two (2) hanging points. The sign/banner must weigh less than 150 pounds, measure less than 20 feet in length and less than 175 square feet. For signs with additional hanging points, additional fees may apply, email [exhibitorsvc@wcd.org](mailto:exhibitorsvc@wcd.org) to discuss your options.
- Exhibitors must be flexible with regards to date and time of load-in and take-down. WCD personnel will work with show management to determine the date(s) that work best for sign hanging in accordance to the show schedule.
  - A completed Sign and Banner Specifications form along with a photo of the hanging sign is required and must be submitted as an attachment with your order.
  - If assembly labor is being ordered, instructions must also be submitted with the order.
- Diagrams and booth layouts are essential for planning rigging services. Diagrams must include location, dimensions, weight and height from floor to bottom of suspended item. Diagrams must also show booth outline with aisles or neighboring booths marked for reference and orientation.
  - Please submit all diagrams listed above as an attachment with your order.
  - Signs will be hung 14' to the bottom of the sign unless otherwise noted in the specifications.
- Signage will be positioned only once, exhibitor must be on-site for the install and must sign off on final placement before riggers leave their booth. If an exhibitor is not in the booth upon completion of the rigging services, Stagehands will only wait in the booth for 15 minutes for final approval. Any changes or re-positioning of signage after that time is not guaranteed and will result in additional fees.
- Exhibitor must supply all frames, grommets and hardware for hanging.
- Signs will be removed as move out conditions on the show floor allow. Exhibitors must be onsite for removal and are responsible for disassembling their sign.
- WCD reserves the right to refuse hanging signs if deemed unsafe by IATSE Local 18 riggers.
- Due to HVAC obstructions in some areas of the Exhibit Hall, exact locations may be limited. WCD and IATSE Local 18 reserve the right to determine exact location based on structural limits of the building.

# Rigging Services

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## Frequently asked questions

### **How do I know if I qualify for the Basic Rigging Package?**

Find out the dimensions and weight of your sign. If your sign weighs less than 150 pounds, is less than 20 feet in length, is less than 175 square feet and does not require electrical rigging, truss or motors, you qualify for the Basic Rigging Package. If your sign is motorized or needs electrical rigging (for example a rotating sign or an illuminated sign), you qualify for the Electrical Rigging Package.

### **Can I order overhead lighting for my booth?**

If you would like to order overhead lights to brighten up your booth or illuminate specific objects, you will need to get a quote from CTI, WCD's in-house AV company. In most cases, lights cannot be attached to our ceilings. Instead, CTI can provide you with a truss, using motors, to hang lights and focus them over your booth. Please see the CTI page for contact information.

### **Do I ship my sign to you to put it together?**

No. You must ship your sign through the show's contracted decorator. If you select a rigging package with assembly, you will receive two stagehands for one hour of assembly prior to your scheduled hanging time. The sign must be clearly labeled in the booth, all assembly instructions and hardware must be included with the shipment. All exhibitors are required to disassemble their own signs and remove from the facility or ship with the contracted decorator.

### **Can I request load-in and load-out times?**

Yes, when submitting your rigging order, please complete and attach the Sign and Banner Specifications form with your order. Please note that your preferred timing is not guaranteed; however, we will try to do our best to accommodate your requests. If you do not provide a diagram or layout prior to load-in, then you may experience setup delays and may be subject to additional costs. Load-out will be scheduled based on conditions of the show floor and ability to maneuver the lifts through the space.

### **What type of diagram should I send?**

The most useful diagrams are on a grid to show dimensions of the booth, the exact desired placement of hanging items and orientation of the booths around yours. As a general rule, pictures of the sign are helpful, but not as important as an accurate diagram with placement, height and weight of sign or hanging item(s).

# Security Services

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The WCD has an exclusive security contract for security services.

<u>Security guard (booth)</u>	31-90 days <b><u>Advanced</u></b>	14-30 days <b><u>Standard</u></b>	0-13 days <b><u>Floor</u></b>
Per hour per officer	\$32/hour	\$32/hour	Not available

## Terms and conditions

- Officers will be uniformed public safety officers who can cover shows and events. Officers are scheduled at a 4-hour minimum and are available from move-in to move-out, around the clock.

## Frequently asked questions

### When do you recommend ordering security for an exhibitor booth?

Our Public Safety department suggests ordering security for booths planning to have VIP appearances, book signings, etc. to monitor crowd control and escort as needed. Exhibitors with expensive equipment or products in their booths may consider security for the overnight hours between show end and the next day's show start.

### Is there general overnight security in the Exhibit Hall?

WCD provides 24-hour security coverage for the facility; however, security coverage for the exhibit hall is determined by show management and may vary from event to event.

### How do I order security services?

Please email [exhibitorsvc@wcd.org](mailto:exhibitorsvc@wcd.org) to schedule any booth security needs.



# WCD | The Baird Center

## Exhibitor AV Pricing Guide



Office Hours: Monday – Friday 9am-5pm      Office Phone: 414-908-6190

Please note, this is a price guide only. All orders should be placed online at the [Exhibitor Store](#). For custom rigging and overhead lighting options, or questions, please contact us at [productions@cti.com](mailto:productions@cti.com)

Rates: 31+ Days = Advanced Day Rate / 30-14 Days = Standard Day Rate / 13-0 Days = Floor Day Rate

Qty.	Description	Advanced Day Rate	Standard Day Rate	Floor Day Rate	Amount (Qty x Day Rate)
<b>SCREENS &amp; MONITORS</b>					
	8' Tripod Screen & Skirt	\$112.50	\$125.00	\$150.00	
	3k-4k Lumen LCD Projector	\$427.50	\$475.00	\$570.00	
	82" 4K LED Monitor (SAMSUNG QE82T)	\$702.00	\$780.00	\$936.00	
	70" 4K LED Monitor (SAMSUNG BE70TH)	\$648.00	\$720.00	\$864.00	
	50" 4K LED Monitor (SAMSUNG BE50TH)	\$270.00	\$300.00	\$360.00	
	32" HD LED Monitor (SAMSUNG QM32R)	\$162.00	\$180.00	\$216.00	
	CHIEF PRSU Floor Monitor Stand (For 50"-82" Monitors)	\$157.50	\$175.00	\$210.00	
	Raspberry PI Video Loop Device - USB/HDMI	\$67.50	\$75.00	\$90.00	
	Safe Lock Projector Stands w/Black Skirt	\$22.50	\$25.00	\$30.00	
	34", 42", or 54" AV Carts w/Black Skirt	\$27.00	\$30.00	\$36.00	
<p>Please note, CTI does not provide Wall Mounting. Exhibitors will need to supply their own Wall Mounts and Wall Mount installation.</p> <p>Fast Fold Screens, 8k - 30k Lumen Projectors and Video Wall Options available upon request, please contact a CTI representative for pricing.</p>					
<b>PRESENTATION</b>					
	PC Laptop	\$225.00	\$250.00	\$300.00	
	DI Box - Laptop Audio	\$36.00	\$40.00	\$48.00	
	Wireless Advancer/Mouse	\$22.50	\$25.00	\$30.00	
	Flipchart w/Pad and Markers	\$40.50	\$45.00	\$54.00	
	Gold DaLite Easels	\$13.50	\$15.00	\$18.00	
	Gray Carpeted Lectern	\$45.00	\$50.00	\$60.00	
<b>AUDIO</b>					
	4 Channel Analog Audio Mixer (No EQ)	\$90.00	\$100.00	\$120.00	
	QSC K10 Powered Speaker	\$90.00	\$100.00	\$120.00	
	Ultimate Speaker Stand	\$18.00	\$20.00	\$24.00	
	SHURE Wireless Single Unit	\$139.50	\$155.00	\$186.00	
	SHURE sm48s Wired Microphone	\$112.50	\$125.00	\$150.00	
<p>Large Profile Digital Audio Consoles available upon request, please contact a CTI representative for pricing.</p> <p><i>*Please notice LIGHTING, RIGGING, and ORDERING on page 2.</i></p>					

# WCD | The Baird Center



## Exhibitor AV Pricing Guide

Qty.	Description	Advanced Day Rate	Standard Day Rate	Floor Day Rate	Amount (Qty x Day Rate)
<b>LIGHTING</b>					
	LED Slim PAR Fixture	\$58.50	\$65.00	\$78.00	
	LED Battery/Wireless Fixture (Blizzard SkyBox)	\$67.50	\$75.00	\$90.00	
<p>For special lighting over a booth, please contact Exhibitor Services and CTI for pricing. Please note, this is a custom rigging option and will require a detailed CAD / Diagram of your booth as well as Local IATSE 18 Labor.</p> <p>Specialty LED Production Lighting and Consoles available upon request, please contact a CTI representative for pricing.</p>					
<b>RIGGING</b>					
<p>All Rigging Plots must be confirmed with CTI and Local IATSE 18 two weeks prior to load in. Local IATSE 18 must install all Rigging. CTI can install Ground Supported Structures. Please contact a CTI Representative for Pricing and Details on your Custom Rigging.</p>					
*Please include any Adapters in your Notes or Email us.					
CTI also offers additional AV Gear to meet your Audio, Video, Lighting and Rigging needs.					

Please visit the exhibitor store online at [bairdcenter.com/exhibitor-information/](http://bairdcenter.com/exhibitor-information/) to place your orders.

All Audio-Visual related questions can be directed to CTI at [productions@cti.com](mailto:productions@cti.com) or call us at 414-908-6190.



Levy is proud to be the exclusive provider of all the food and beverage for the Wisconsin Center District. We are excited to provide you with a seamless online ordering experience. We look forward to partnering with you on any booth needs during the show! You can find all our offerings within our menu link below:

[www.bairdcenter.com/exhibitor-information/](http://www.bairdcenter.com/exhibitor-information/)

To ensure the best service, please submit your order via our online portal at least 14 business days prior to your event. Your order will be confirmed by email after payment.

If you have any questions, please contact us at [levycatering@wcd.org](mailto:levycatering@wcd.org)



# Booth Map Template

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Event:	
Booth #:	
Booth Dimensions:	_____ x _____

Adjacent Booth # \_\_\_\_\_


Adjacent Booth #  
\_\_\_\_\_

Adjacent Booth #  
\_\_\_\_\_

Adjacent Booth # \_\_\_\_\_

**Important items to include:**

Mark service locations (i.e. electrical, mechanical, IT services)

Include measurements for each service from the corner

Indicate adjacent booth numbers and/or aisles

Please note: If floorplan is not provided, services will be placed along the back-drape line

# Hanging Sign Specifications

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## Sign Regulations

- Exhibitor must supply all frames, grommets and hardware for hanging.
- Sign must be on-site and built prior to the scheduled hang time.
  - o If union labor was pre-ordered, stagehands will arrive to your booth one hour prior to scheduled hang time.
- Signage will be positioned only once, exhibitor must be onsite for the install and must sign off on final placement before riggers leave their booth. Any changes or re-positioning of signage is not guaranteed, will result in additional fees.
- Exhibitors are responsible for disassembling their sign.
- WCD reserves the right to refuse hanging signs if deemed unsafe by IATSE Local 18 riggers.
- WCD reserves the right to determine exact location based on structural limits of the building.

## Exhibitor information

Event:	
Booth #:	
On Site Contact:	
Phone #:	

## Sign information

Height:		Width:		Depth:	
Material:		Weight:		Shape:	

Signs will be hung 14 feet to the bottom of the sign unless otherwise noted.

Installation and removal dates will be pre-determined by show management. WCD will return this completed form to the exhibitor no later than 10 days before show move-in.

### Installation

Date	Start	End

### Removal

Date	Start	End



# WISCONSIN CENTER DISTRICT

If you have any additional questions, please contact the Exhibitor Services department at [exhibitorsvc@wcd.org](mailto:exhibitorsvc@wcd.org).