



## **ATTENTION EXHIBITORS**

**Dear Exhibitor,**

**You will receive your booth number two weeks prior to load-in. Please look out for an email with the subject line:**

**“Wisconsin Bridal & Wedding Expo: Booth Number”**

**When placing your order for tables, chairs and electric please use only your exhibiting company name on the order forms.**

**Thank you,**

**Show management.**

# BRIDAL & WEDDING EXPO



## EXHIBITOR KIT

September 15, 2024



Baird Center  
HALL D

**Venue Location:**

Baird Center - Exhibit Hall D: 400 West Wisconsin Ave, Milwaukee, WI 53203

**General:**

Our top priority is to produce a quality event and to create an atmosphere where all exhibitors can do business. The following rules allow every exhibitor to work in the best possible environment for conducting business.

- **Music, musicians, functioning audio speakers, and/or performances of any kind are prohibited within your booth.** Promotional videos are acceptable.
- All activities within your booth, including promotional videos, must be at **appropriate noise levels** so as to not infringe on your neighbors ability to conduct business. ACS Show Management reserves the right to determine and set the acceptable sound level in all such instances.
- Working in the aisles or distributing brochures, literature, etc. from any area other than your booth is prohibited. All promotional activity must take place inside your contracted space.
- As per venue directive, exhibitors are not permitted to hand carry merchandise through the front doors during move-in or move-out. Exhibitor move-in and out access is permitted via the rear loading area only.
- Please ensure that your display is completely set up one hour prior to the show opening for inspection.
- Exhibitors will be allowed in the exhibition hall one hour prior to the show opening each morning for preparation.
- For security purposes, at least one member of your company should be present at these times. American Consumer Shows personnel will be available during all set-up and show hours at the Information Booth.
- Performers will be contacted individually regarding access for set-up and/or breakdown.
- Each standard booth comes with a white 8’ high back curtain and two 3’ high side curtains (curtains will be omitted from open corners). Placement of curtains will vary for larger booths.
- Should you need carpeting and/or electric, please complete the respective order form and return it to the service provider. **Note: tables, chairs and electric are not included in your exhibitor space.** The decorator has discounted booth packages available.
- Exhibitors may ship their contents to the decorator’s warehouse prior to the show. Please contact the decorator directly for instructions and costs associated with this service.

**Event Time Table:**

**Move-In**

Sunday, September 15, 2024 8:00 AM - 12:30 PM

**Show Hours**

Sunday, September 15, 2024 1:30 PM – 5:00 PM

**Move-Out**

Sunday, September 15, 2024 5:00 PM – 8:00 PM

Move-out will not begin until the official show closing time. Dismantling or removal of exhibits before the show has closed creates a safety hazard, is unfair to the brides who attend the show later in the day, is disrespectful to neighboring exhibitors and makes for a show environment which is not conducive to selling. Loading doors will remain closed until 5 PM. All exhibitor material must be claimed by 6 PM and completely removed by 8 PM on Sunday night, NO EXCEPTIONS.

### Facility Details:

- Load-in door dimensions are 16'H x 11'4' W.
- This ceiling height is 30'.
- The facility is equipped with a loading dock.
- The facility flooring is concrete.
- Trash removal of large items is your responsibility. Do not leave large items on the show floor, and do not put them in the dumpster.
- All covered booths/tents/canopies must be flame proof and have a certificate of fire retardancy.

### Vehicle/Limousine Display Requirements:

Exhibitors who have arranged for a vehicle display space must adhere to the following safety rules:

- Under the City of Milwaukee Code of Ordinances, a vehicle display permit must be obtained from the City of Milwaukee Department of Neighborhood Service.
- The battery must be disconnected.
- The fuel in the fuel tanks may not exceed one-eighth of a tank.
- Fuel tanks and fill openings must be closed and sealed to prevent tampering.
- Vehicles may not be started up or moved during show hours.
- Keys must remain with Show management for the duration of the show.
- **Tire cleaning/polishing products are not permitted inside the venue. Please clean/polish all tires prior to entering the exhibit hall.**
- A drip pan and tarp must be placed under the vehicle(s) in order to protect the floor in the event of a fluid leak.
- All vehicles must be cleaned of excessive dirt, snow, or water prior to being placed on the show floor.

### Oversized Displays:

If your exhibit is an oversized display, you are required to contact American Consumer Shows Operations Department. Please call 516.422.8100 or email [ops@acsshows.com](mailto:ops@acsshows.com) to make move-in arrangements. Please double check measurements to ensure that your display will fit through the door and within your booth space. Based on booth location, oversized exhibits are often the first ones inside the venue. Please consult the move-out coordinator on-site regarding move-out procedures.

### Edible Sampling Requirements:

Exhibitors who have arranged to sample cake, food or beverages at the show must adhere to the following rules:

- Venue approval is required for all samples with a \$450 fee.
- Exhibitors must obtain their own temporary health permit and are responsible for any additional related fees.
- Sampling is only permitted for companies that produce food as part of their goods/services.
- Beverage sampling sizes are limited to a maximum of 4 oz.
- Food sampling sizes are limited to "bite size" with a maximum of 2 oz.
- Samples must be provided at no charge.
- Alcohol is not permitted to be brought in or sampled.
- Exhibitor must provide proof of liability insurance.
- Items dispensed are limited to products manufactured, processed or distributed by exhibiting companies and are related to the purpose of the show.

\*Show Management reserves the right to remove any items which do not meet these requirements.\*  
Please note that this does not apply to pre-packed candies or mints.

### Service Providers:

- Decorator Form(s)

Valley Expo Displays: 4950 American Road, Rockford, IL 61109

P: 815.873.1500

F: 815.873.1544

Email: [events@valleyexpodisplays.com](mailto:events@valleyexpodisplays.com)

Decorator orders can be made exclusively at:

<https://valleyexpodisplays.boomerecommerce.com/Pages/Security/Login.aspx>

**Note: Electric, Wi-Fi, tables, chairs and carpeting are not included with your booth.**

- Electric/Internet Form(s)

Wisconsin Center District: 400 West Wisconsin Avenue, Milwaukee, WI 53203

P: 414.908.6053

Email: [Exhibitorsvc@wcd.org](mailto:Exhibitorsvc@wcd.org)

Electrical and Internet orders can be made exclusively at:

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

All services should be ordered prior to the deadline dates listed to avoid a surcharge by the service contractors. Show Management suggests that you photocopy all order forms prior to mailing and retain copies of each for your records.

[Click Here](#) to view and print additional copies of this Exhibitor Kit and Service Provider Forms.

### Utilities:

#### **Electrical Services**

Wisconsin Center is the exclusive provider for all electrical services. Please complete the individual order forms (located in the Service Provider Forms) and return them directly to the Wisconsin Center. Payment must accompany your order.

#### **Telephone and Internet Services**

Telephone and Internet service is available within the facility. Please complete the individual order forms (located in the Service Provider Forms) and return them directly to the Wisconsin Center. Payment must accompany your order.

### Tax Information:

Exhibitors and dealers who make taxable sales during a trade show or convention must collect sales tax, as well as any applicable discretionary sales surtax, from the purchaser at the time of sale. Sales tax must be separately stated on the sales slip or other evidence of sale. You can register to collect and remit sales and use tax by visiting the Department's website,

<https://www.revenue.wi.gov/Pages/SalesAndUse/Home.aspx>

### Local Agencies and/or Departments:

Exhibitors are required to conform to all local, state and federal laws concerning the legality of exhibiting their equipment, product or services; inclusive of obtaining proper licensing or permits for all companies and/or products. Exhibitor acknowledges that compliance with the foregoing requirements is an integral part of its contract. Failure to obtain or file the certificates or licenses or permits referred to above will be considered a breach of contract by the exhibitor, and the exhibitor shall be liable for any damages incurred by American Consumer Shows.

### Hotels:

Hyatt Regency Milwaukee: 333 W Kilbourn Ave, Milwaukee, WI 53203

P: 414.276.1234

### Pay Your Bill:

Exhibitors with a past due balance will not be allowed to exhibit until all such balances are paid in full, no exceptions. If you have an outstanding balance, please mail your payment or [click here](#) or visit [www.acsshow.com](http://www.acsshow.com) > I Am An Exhibitor > Pay For Your Booth Online to make a payment online.

### Bridal Registration List:

Exhibitors will receive an email outlining instructions on how to obtain the Bridal Registration List no later than the Friday following the show. Bridal registration lists are individually seeded to monitor use. Exhibitors who provide their list to a non-exhibitor will be subject to substantial penalties.

### Music:

Due to the increased problems on site, all music is banned in exhibit booth spaces. No music may be played at any time on the show floor. Stage and lobby performers may play music during their scheduled time slot only. If you have any additional questions regarding this new policy please email [ops@acsshow.com](mailto:ops@acsshow.com).

- **Music, musicians, functioning audio speakers, and/or performances of any kind are prohibited within your booth.** Promotional videos are acceptable.
- All activities within your booth, including promotional videos, must be at **appropriate noise levels** so as to not infringe on your neighbors ability to conduct business. ACS Show Management reserves the right to determine and set the acceptable sound level in all such instances.



**BAIRD CENTER - HALL D  
400 WEST WISCONSIN AVE  
MILWAUKEE, WI 53203**

**Move-In Instructions**

- Proceed to the load in dock and a staff member will direct you where to go to unload.
- Parking in the loading area is PROHIBITED. Vehicles parked in the loading area will be ticketed and towed at the owner's expense.
- Once your vehicle is fully unloaded, please remove it from the loading area and park it in the designated exhibitor parking lot before setting up your booth.
- If you are bringing your own exhibit contents or a carrier is delivering them to the facility, please try to fit all of the contents into one vehicle.
- Parking in any unauthorized location will result in fines and possible towing by local authorities.
- Once inside the venue, the main entrance/exit will be used during the hours of the show. Emergency exits will not be accessible. Alarms will sound if the emergency exit doors are opened.
- It is strongly suggested that you bring your own hand truck, push cart or dolly to facilitate move-in/out. This will speed up the process.



# BRIDAL & WEDDING EXPO

## Move-Out and Breakdown Instructions:

**Important Note: Please share this document with your breakdown crew!**

- Move-out starts at 5:00 PM.
- It is strongly suggested that you bring your own hand truck, push cart, or dolly to facilitate move-out. This will speed up the process.
- Trash removal of construction material and landscaping material, such as pavers, stone, dirt, plants, etc., is your responsibility. Do not leave these items on the show floor; you must take them with you.
- Based on booth location, oversized exhibits are oftentimes the first ones inside the venue. Please note: first in and LAST OUT. It is imperative that you make arrangements to have your dismantle team arrive at approximately 6:00 PM on Sunday of breakdown to pick up your display, unless your display directly impacts the load out of an event; in which case you will be asked to remove it promptly at the start of breakdown. It is not possible to move-out oversized displays until smaller exhibits, displays and pipe/drape have been dismantled and removed.
- You may ship your exhibit contents to the warehouse, where they can be shipped by a carrier of your choice. Please stop by the decorator's desk after 3:00 PM on Sunday to discuss the details with the service representative. Remember to label all outgoing shipments.
- Never leave your exhibit contents unattended during move-out. This is a difficult time to provide security.
- All exhibitor material must be claimed by 6:00 PM and completely removed by 8:00 PM. Exhibit contents that have not been removed by 8:00 PM will be subject to shipping and storage charges.

**Please note: Your cooperation in following the process outlined above will help in facilitating a smooth move-out.**

# BRIDAL & WEDDING EXPO



## EXHIBITOR MANUAL

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A member of the American Consumer Shows group of companies  
6901 Jericho Turnpike, Suite 250, Syosset, NY 11791-4626  
Telephone: (888) 433-EXPO (3976) | (516) 422-8100 | Fax: (888) 850-3977





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### **Adhesive Stickers & Bumper Stickers:**

No stickers of any kind are to be given out at any time, at any location, by exhibitors. Exhibitors distributing stickers of any kind will receive a bill from the facility for custodial personnel.

### **Balloons & Helium Tanks:**

The facility does not allow helium balloons in the building for any purpose. For decorating purposes, you may have balloons without helium.

### **Booth Information:**

- A. **Booths:** Maximum booth height is 8' all around, full cubic content. Island booths have no height restriction. Be sure to check the Exhibitor Kit under "*Facility Details*" for the ceiling height.
- B. **Pipe & Drape:** An 8' back curtain and two 3' side curtains are provided with each booth. Placement of curtains will vary for larger booths. Display material may go up to 8' high on either side of the inline booths.

### **Decorator Services:**

Draped tables, chairs, carpeting, wastepaper baskets, and other items can be rented for the duration of the show. Return order form(s) and payment to the service provider. Please note the advance order discount deadline is listed on the service provider forms.

### **Directions and Parking:**

Directions and parking are venue specific. For information on directions and parking, refer to the "*Directions*" page in the Exhibitor Kit.

### **Distribution of Literature:**

Exhibitors are permitted to hand out flyers, catalogs, circulars, and folders within their booth only. Distribution of such material from booth to booth, in the aisles, or in the lobby is strictly prohibited. Canvassing of any kind or distributing literature in the exhibit facility or parking lot by or for non-exhibitors is forbidden. Exhibitors may display, demonstrate, give away samples, and sell within their booth only. Exhibitors should refrain from confronting those that are not complying with the above. Bring your concerns to show management at the Information Booth.

### **Electrical Services:**

Electrical service is available in most venues. Return order form(s) and payment to the service provider. Please note the advance order discount deadline is listed on the service provider forms.

### **Food & Beverage:**

Exhibitors are not permitted to sell food or drinks for consumption at the show without the prior written consent of American Consumer Shows. Sampling is permitted in most venues; please contact our customer service department at [customerservice@acsshows.com](mailto:customerservice@acsshows.com) for maximum sample size and additional details. It is the vendor's responsibility to obtain any and all permits, including permits required from local Health Departments or agencies. Any exhibitor providing food or drinks must protect the venue floor, no exceptions.

## **Fire Marshal Rules & Regulations:**

Where applicable, please note the following:

- A. Flammable liquids are not permitted.
- B. Liquefied petroleum gases (Butane, Propane, etc.) are not permitted on or in any type of vehicle, boat, trailer, or in any exhibit.
  1. Vehicles that have removable propane tanks are not permitted to enter the building unless the propane tank(s) have been removed.
  2. Vehicles with built-in propane tanks that cannot be removed are not permitted to enter the building unless a notarized affidavit accompanying the vehicle indicates:
    - a. Propane tanks are new and have never contained propane or,
    - b. Propane tanks have been emptied and purged.
- C. If a vehicle is part of a display, where permitted, the exhibitor must ensure that there is ¼ tank of gas or less, the gas cap has been locked, and the battery has been disconnected.
- D. All drapes, curtains, tenting, decorations, tablecloths, etc., must be inherently fire resistant or flame proofed, unless made of non-combustible material. An original notarized certificate attesting to a material's fire resistance or flame proofing must be provided at the exhibit and available for inspection by the Fire Marshal.
- E. All exits, passageways, vestibules, lobbies, and fire passageways must be clear for their full width. They shall not be used for exhibits, tables, or storage.
- F. Open flame devices are not permitted.
- G. Cooking for demonstration purposes, where permitted, shall be by electrical appliances only and in locations approved by the Fire Marshal. If cooking is permitted, it must be kept clear of combustible materials. Deep fat frying is not permitted. Exhibitors are required to keep a working fire extinguisher within their booth. Please note, most Fire Marshals will request to see the extinguisher.
- H. The use of noxious, toxic, flammable substances, such as paint, stain, polyurethane or anything of the like, is not permitted during the show set-up.

## **Flyers:**

Placement of flyers on cars in the parking lot is strictly prohibited. Exhibitors found placing flyers on cars in the parking lot will receive a bill from the facility for clean up and custodial personnel.

## **Information and Service Desk:**

For any questions regarding the show onsite, please visit the American Consumer Shows' Information Booth, located in the lobby or on the show floor. The electrician will be on-site to help with your electrical requirements. For inquiries related to advance shipping, carpeting, and furnishing, please see the decorator representatives at their service desk, located in the lobby or on the show floor. All representatives will be available on-site during set-up and breakdown to facilitate exhibitor needs.

## **Janitorial Services:**

The general public areas will be cleaned frequently during and after the show each day. Please place all garbage (boxes, papers, etc.) in the facility receptacles. Please note, it is the responsibility of the exhibitor to remove all trash. This includes but is not limited to construction and landscaping materials such as paving stones, dirt, etc. Do not leave large trash items on the show floor; you must take them with you.

### **Move-In and Set-Up Instructions:**

- A. If your exhibit contents were shipped in advance to the warehouse, they will be delivered directly to your booth.
- B. If you are bringing your own exhibit contents or a carrier is delivering them to the facility, please try to fit all of the contents into one vehicle.
- C. As soon as your vehicle arrives at the facility, check in at the VEHICLE CHECK-IN (please follow the signs). Once checked in and on line, ACS or security personnel will instruct you further.
- D. Move-in can be very long and tedious; please be patient. We will move the line as quickly as possible. Some vehicles may be taken out of line based upon clear access to a particular booth.
- E. In many venues, vehicles are not permitted to drive into the exhibition hall to unload.
- F. Once your vehicle has been unloaded, immediately park it in the designated exhibitor parking area. Never leave your vehicle locked or unattended in the loading area. Vehicles parked in the loading area will be ticketed and towed at the owner's expense.
- G. If your exhibit is arriving by an outside carrier (i.e. UPS, Fed-Ex, or non company/private owned vehicle), a representative from your company must be available to sign for your exhibit contents. Show Management strongly discourages exhibitors from sending packages via UPS/Fed-Ex (or the like) to the facility. Small items tend to get "misplaced." Instead, we suggest sending smaller items to your hotel. Be sure to bring your tracking number.
- H. Please bring your own wagon, cart or dolly for both move-in and move-out.
- I. Independent companies hired to work for an exhibitor must provide a Certificate of Insurance to American Consumer Shows thirty (30) days prior to the show.
- J. All exhibits must be completely assembled one hour prior to the show opening.
- K. Any exhibits extending to the front of the exhibit space above the 3' side curtain must be finished or draped, at the exhibitor's expense. Signage may not intrude upon neighboring exhibits.
- L. Move-in is the most difficult time to provide security because there are so many vehicles and boxes coming in and out. If you have small or valuable items in your exhibit, be certain to have one person remain with your exhibit at all times.
- M. You may store your empties in your own vehicle; ensure that they are available for move-out.
- N. Trash removal of large construction items is your responsibility. Do not leave large items on the show floor, and do not put them in the dumpster

### **Move-Out and Breakdown Instructions:**

- A. Detailed move-out instructions will be distributed on show-site.
- B. Please ensure that your entire exhibit is dismantled and packed prior bringing your vehicle to the loading area. **DO NOT GET YOUR VEHICLE UNTIL YOU HAVE BEEN INSTRUCTED TO DO SO.**  
Do not lock your vehicle or leave it unattended in the loading area at any time.
- C. Never leave your exhibit contents unattended during move-out. This is a very difficult time to provide security.
- D. At some venues you have the option to ship your exhibit contents back to the decorator's warehouse for later pick-up via common carrier. Make sure you provide the contractor with the proper paperwork. There is a charge for this service. Please speak with the decorator representative to make arrangements.
- E. All exhibits must be removed by 8:00 PM on the last day of the show. Any exhibit contents that have not been removed by 8:00 PM will be subject to packing, shipping and storage charges.

### **Noisemaking Equipment:**

Devices that produce sound must be operated at levels that will not disturb other exhibitors. The facility and American Consumer Shows reserve the right to determine the acceptable sound level in such instances. Failure to comply may result in ejection from the venue.

### **Outstanding Balances:**

Exhibitors with a past due balance will not be allowed to exhibit until all such balances are paid in full, no exceptions. If you have an outstanding balance, please mail your payment or [click here](#) or visit [acsshow.com](http://acsshow.com) > I Am An Exhibitor > Pay For Your Booth Online to make a payment online.

### **Oversized Display:**

If your exhibit is an actual trailer, vehicle, sunroom, shed, or oversized display, you are required to contact the American Consumer Shows Operations Department. Please call 516.422.8100 or e-mail [ops@acsshow.com](mailto:ops@acsshow.com) to make move-in arrangements at venues that can accommodate oversized displays. Please double check measurements to ensure that your display will fit through the door of the facility and within your booth space. Based on booth location, oversized exhibits are oftentimes the first ones inside the venue. Please consult with the move-out coordinator on-site regarding move-out procedures. Note: this section applies only to venues where oversized displays are permitted. Please contact the Operations Department if you are unsure.

### **Products & Services to be Exhibited:**

Only those products and services listed on the exhibitor contract may be exhibited at the show. Should different and/or additional items be displayed, Show Management has the right to ask that they be removed. Failure to comply may result in ejection from the show and forfeiture of booth cost.

### **Refunds for Exhibit Space:**

Refunds will not be made, in whole or in part, for unused exhibit space. Should the contracted exhibit space remain unoccupied within two hours of the show start on the opening day, American Consumer Shows may assign it to another exhibitor or use it without obligation. All outstanding balances will remain due irrespective of American Consumer Shows reassigning such space.

### **Sales Tax & Permits:**

All exhibitors are required to collect sales tax where applicable. The State Department of Taxation prohibits the selling of taxable merchandise or services at a show or event by all persons that have not registered for a valid Sales and Use Tax License. For your convenience, applications can be completed online; refer to the Exhibitor Kit under "*Tax Information*" for additional information. Please remember to print a copy of each page during the online registration process to keep for your records. It is the obligation of the exhibitor to obtain and clearly display a copy of the Certificate or License within their booth.

It is the responsibility of any exhibitor playing music at the show to obtain any necessary permits from ASCAP. Failure to obtain the required permits will be considered a breach of contract by the exhibitor, and the exhibitor shall be liable for any damages incurred by American Consumer Shows.



## **Security:**

At the close of each show day, American Consumer Shows management will walk the show floor to ensure that everyone is out of the exhibition hall, at which time the facility is deemed secure and will be locked down. Doors will open to exhibitors each morning one hour before the show opens to the public. For preparation and security purposes, at least one member of your company must be present at these times. American Consumer Shows does not guarantee exhibitors against loss, nor does it imply any assumption of liability for exhibitor's property.

## **Shipping Information:**

- A. **Advance Shipping to Warehouse:** Exhibitors may ship their exhibit contents to the decorator's warehouse prior to the show for a fee. Such contents will be stored and delivered directly to your booth before the show. Please contact the service provider directly for detailed instructions and costs associated with this service.
- B. **Direct Shipments to the Facility:** Exhibitors may ship by common carrier of their choice directly to the facility, only on the move-in day, during the move-in hours. Freight will not be accepted prior to this date. Under this shipping method, there are no additional warehouse charges. All exhibit materials that are shipped directly to the facility must be delivered to the loading area of the exhibition hall. Employees of American Consumer Shows and the facility are not authorized to sign and accept any shipments whatsoever. If personnel from your company are not available to sign and accept your exhibit contents, your carrier will not be permitted to leave your exhibit contents at the facility.
- C. **POV:** Personal Occupancy Vehicles are the most common form of to-show shipping. If you are bringing your own exhibitor contents or a carrier is delivering them to the facility, please try to fit all of the contents into one vehicle.

*\* Important: Do not ship your exhibit contents directly to the facility prior to the move-in day. The facility will not receive any advance shipments (unless otherwise specified).*

## **Signs & Banners:**

Signs and banners may be suspended from the back wall curtain of your booth. The decorator will have sign hooks available that fit around the 10' pipe holding up the back curtain. Please ensure that your banner or sign has grommets along the top. Written approval from Show Management is required for any signage extending above 8' high. Please note, sign copy is limited to one side only and should be displayed above your booth. Signage must not encroach on neighboring displays, no exceptions.