

# BRIDAL & WEDDING EXPO

## Wisconsin Bridal & Wedding Expo

Baird Center  
400 West Wisconsin Ave.  
Milwaukee, WI 53203

### **IMPORTANT DECORATOR INFORMATION**

Decorator orders can be made exclusively at:

[ACS Wisconsin \(jotform.com\)](http://jotform.com)



## 2024 SAMPLING AUTHORIZATION REQUEST FORM

### Policy for Food and Beverage Distribution

*Please complete this form to receive authorization to distribute food or beverages not purchased through Levy, the exclusive food and beverage provider at The Wisconsin Center District.*

The Selling of Food and/or Beverage products by any other entity is strictly prohibited. All food and beverage that is not a part of sampling must be contracted through Levy. Sponsoring Organizations of expositions and trade shows and their exhibitors, may distribute **SAMPLES** of food and beverage products upon written authorization and adherence to all of the conditions outlined below.

#### General Information for Shows

1. Items dispensed are limited to products **Manufactured, Processed or Distributed** by exhibiting companies. If they are not **Manufactured, Processed or Distributed** by the company then you are not able to provide samples of food and beverage unless they are purchased through Levy. If you are looking to have food or beverage items used as a traffic promoter to your booth (i.e.: coffee, soft drinks, bottled water, popcorn, etc.) please contact Levy and we will be happy to help you arrange these catering services.

2. If you do **Manufacture, Process, or Distribute** the items they are to be a SAMPLE SIZE and must be dispensed and distributed in accordance to Local and State Health Codes: Additional Milwaukee Health Department License may be required, please inquire as to your event date/specifics.

- Non-Alcoholic Beverages can be a maximum of **4oz.** Sample Size, served in plastic cups. No cans or bottles will be permitted. For Food Shows the maximum of an 8oz Sample Size is permitted.
- Food items are limited to “bite size”, not to **exceed 2oz.** portions. For Food Shows the sample size should not exceed 6oz.
- A charge of \$450.00 per day, per distribution location will be paid to Levy in full prior to show/event. This fee is non-negotiable and non-refundable
- Vendors MUST submit proof of having \$1,000,000.00 liability insurance naming Levy and The Wisconsin Center as additional insured, and are responsible for State and Local laws pertaining to the distribution of food.

3. **Alcoholic Beverages** are not able to be sampled, dispensed, or distributed at the Wisconsin Center District Venues. Alcohol cannot be served before or after Event hours.

4. Vendors are responsible for all booth rental fees, electrical, plumbing, drayage and all other Wisconsin Center District services.

#### 5. Storage, Delivery, or Kitchen Use

If you as the **Manufacturer, Processor or Distributor** require any product storage, delivery, or kitchen use the following charges may be assessed:

- \$375 per Day/Pallet for Refrigerated, Freezer, and Dry Storage.
  - Designated Attendant required for booths that request storage - \$350 for four hours, \$125.00 for each additional hour. Attendant to deliver product when requested.
- \$175.00 one-time Handling Fee for 1-4 Skids and \$300.00 Handling Fee for 5 or more Skids
- \$150.00 Delivery Charge each time Product is delivered (on a 2'x4' cart) to the Booth/Room.



- 500.00 per Hour for Kitchen Space. Kitchen Space is reserved on a first come, first serve basis.
- Additional charge for Rental of Equipment, subject to availability.

Any Food and/or Beverage products brought from the outside are not the responsibility of Levy.

### Company Requesting Sampling Permission Information

Show Name

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Date of Show Sampling Dates

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Company Name and Booth Number and Hall Name

Contact Name

Telephone

Address

City

State

Zip

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Email Address

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#### Items

Item and Reason of distribution, please include quantity, portion Size and method of dispensing items

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Approved by:

Date:

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The company requesting sampling acknowledges they have sole responsibility for the use, servicing or other disposition of such items (Including alcoholic beverages) in compliance with all applicable laws. Accordingly, the firm agrees to indemnify and forever hold harmless Levy and The Wisconsin Center District from all liabilities, damages, losses, costs or expenses resulting directly or indirectly from their use, serving or other disposition of such items (Including unapproved alcoholic beverages).

#### IMPORTANT:

- Certificate of Insurance and completed Sampling Authorization Form must be sent back to your Catering Show Contact and Levy ([levycatering@wcd.org](mailto:levycatering@wcd.org)) 14 business days prior to start of the show. Full payment must be received 7 business days prior to load in. Exhibitors not in compliance will be asked to remove item(s) from the facility immediately.



## TEMPORARY EVENT FOOD LICENSE INFORMATION

OFFICE OF THE CITY CLERK LICENSE DIVISION

200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202

(414) 286-2238 [LICENSE@MILWAUKEE.GOV](mailto:LICENSE@MILWAUKEE.GOV) [WWW.MILWAUKEE.GOV/LICENSE](http://WWW.MILWAUKEE.GOV/LICENSE)

### License Required

A license is required for any person or business selling and/or serving food at a temporary event. A temporary event is an event such as a fair, festival, fundraiser, carnival, circus, public exhibition, anniversary sale or occasional sales promotion that is held at a fixed location for not more than 14 consecutive days.

License is valid for one year from date of issuance and can be used at multiple temporary events.

If you will be at multiple booths and/or events at the same time, a separate license is needed for each booth/event.

### Exemptions (license not required)

- Individuals/businesses selling or giving away only:
  - Canned or bottled non-alcohol drinks that do not need refrigeration.
  - Raw agriculture –includes fresh uncut produce, cottage food products, honey, cider, sorghum, maple syrup.
  - Pickle Bill items - pickles or other processed vegetables or fruits with an equilibrium pH value of 4.6 or lower.
  - Prepackaged Foods that do not require temperature control– includes chips, candy, nuts, cookies.
  - Sample size (2 oz. or less) food portions – includes Chili Cook Offs, Meatball Challenges, etc.
  - Fresh produce grown on a private residence, provided processing is limited to that needed to harvest the product and the produce is sold on site at the residence where the produce was grown by the individual who grew it.
- Nonprofit organizations operating a total of 3 or fewer days per calendar year.
- Businesses that hold a Temporary Event Food License from the State of Wisconsin or another Wisconsin Municipality
- Licensed Food Peddlers (as long as they are operating within the limits of their license).
- Block parties which are not open to the general public.
- Licensed Food Dealers who have obtained a temporary extension of the food premises. The extension area must be contiguous (connected at some point) to the licensed premise. See the Food Dealer Temporary Extension Application.

### Application Deadline:

#### Two Weeks Prior to Your First Event

Submit the Temporary Event Food License Application and fee payment to the License Division at least 2 weeks prior to your first event.

Applications received after the deadline date may not be processed prior to the first event or at all if additional events are not listed.

If your application is submitted after the 2 week deadline, you will not be eligible for a refund (full or partial).

### Fees:

Fee:	\$100	Processing
	\$75	Retail Hazardous Non Processing

#### Filing/Payment Options:

- File by email to [license@milwaukee.gov](mailto:license@milwaukee.gov) and an invoice will be emailed back to you for payment.
- File by mail and include a check made payable to the City of Milwaukee.
- File in person and pay by check, cash or credit card.

#### Weights & Measures License:

- If any scales will be used, an additional \$55 per scale is required to obtain a Weights & Measures License.

No applications or fee payments will be accepted at any events.

### Proof of Registration with DFI Required

Corporation, limited liability company, and nonprofit applicants must provide proof of registration with the Department of Financial Institutions (DFI), Division of Corporate & Consumer Services, (608) 261-7577, <http://www.wdfi.org/>

### Health Department Inspection/License Issuance

Before your first event, contact the Health Department at (414) 286-3674 for food handling and hand washing requirements.

If any processing will be done offsite, you must obtain a food establishment license for the offsite location, and the location is subject to inspection.



# TEMPORARY EVENT FOOD LICENSE APPLICATION

OFFICE OF THE CITY CLERK, LICENSE DIVISION  
 CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202  
 (414) 286-2238 [license@milwaukee.gov](mailto:license@milwaukee.gov)

<b>Office Use:</b> Follow Up Date:	_____
App #	_____
Date	_____
Initials	_____
Paid	_____
License #	_____

## SECTION 1 OPERATING INFORMATION

1. Will any food processing be done onsite at events?  No  Yes  
 2. Will you be selling/serving any food items that require temperature control?  No  Yes  
**If "No" to BOTH questions, this license is not required. See the Food Dealer License Information form to determine if a license is needed for offsite processing.**

## SECTION 2 BUSINESS INFORMATION

Legal Entity (check one):  
 Sole Proprietor (Individual)  Partnership  
 Corporation/LLC Name: \_\_\_\_\_  
 Nonprofit Organization Name: \_\_\_\_\_  
*Note: Nonprofit Organizations operating a total of 3 or fewer days per calendar year do not need to obtain this license.*

Business/Trade Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

Business Street Address (include city/state/zip code):  
 (cannot be a P.O. Box)

Email Address: \_\_\_\_\_ If provided, invoice will be emailed.

Mailing Address:  Same as Business Address  
 Other (include city/state/zip): \_\_\_\_\_

Name of Sole Proprietor or Agent of Corp/LLC/Nonprofit : \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Home Street Address (include city/state/zip): \_\_\_\_\_

*Partnerships: Provide the name, date of birth and home street address for all partners.*

## SECTION 3 EVENTS

Provide the name and date(s) of all events in Milwaukee that you plan on attending:

Event Name:	Date(s):
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Office Use Only:**  
 Follow Up:  Email \_\_\_\_\_  Call \_\_\_\_\_  Mail \_\_\_\_\_  
 Emailed License to HD \_\_\_\_\_  Non Payment – Email HD Date \_\_\_\_\_

#### SECTION 4 FOOD PROCESSING

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

Will any food processing be done at the event?  No  Yes

If Yes, check the types of food items:

SNACKS & BEVERAGES

includes, but is not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese

MEALS

includes, but is not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads

Will any food processing be at an offsite location?  No  Yes

If Yes, provide the address of offsite location: \_\_\_\_\_  
and you must also obtain a Food Dealer License for the offsite location.

#### SECTION 5 FOODS REQUIRING TEMPERATURE CONTROL

Will you be selling/serving any food items that require temperature control? *Examples: milk, cheese, ice cream, fish, meat, poultry or other items requiring refrigeration*  
 No  Yes

If yes, list the food items: \_\_\_\_\_

#### SECTION 6 SCALES

Will any scales be used?  No  Yes If yes, how many? \_\_\_\_\_

An additional fee of \$55 per scale is required for a Weights & Measures License.

#### SECTION 7 ACKNOWLEDGMENTS & SIGNATURE

I understand that my booth(s) must meet Wisconsin Food Code requirements at the time of inspection or my Temporary Event Food License may be revoked. I understand I must obtain authorization from Milwaukee County for any events held on their property.

I understand if my application and fee payment are submitted fewer than 2 weeks before my first event listed in Section 3, there is a possibility the application may not be processed and a license may not be ready for the first event.

I further understand that if my application is submitted after the 2 week deadline, I will not be eligible for a refund (full or partial).

\_\_\_\_\_  
Signature of Individual, Partner, or Agent

\_\_\_\_\_  
Signature of Additional Partner(s)