



March 12-14, 2012

Frontier Airlines Center • Milwaukee, Wisconsin

Dear Exhibitor:

Welcome to the 79th Annual Wisconsin Restaurant Expo, produced by the Wisconsin Restaurant Association. This Exhibitor Service Manual is designed to provide you with all the information you will need as you finalize your exhibit plans.

Please be aware that if you are delivering your booth materials with your own privately-owned vehicle and need access to the loading dock area for move-in, you must complete the Dock Pass Request Form to gain access to the 3rd floor loading docks.

We're very excited about the 2012 Expo! We've got an outstanding line-up of speakers and events planned, we're expanding our audience and we have a lot of new products that will be shown to the industry. Here's a preview of some things that will be happening...

- Duff Goldman, star of the Food Network's "Ace of Cakes" and "Sugar High" will open the Expo with a keynote address. Don't miss this amazing speech on Monday at 10:00 a.m.
- We're really excited to have the i.Menu Expo co-located with us. This show-within-a-show will feature solutions using tablet technology, web-based applications and mobile merchant payment options.
- The Culinary Theater is back with a diverse line-up of top chefs demonstrating the dishes that they're known for...all thanks to our partner, TV show "Wisconsin Foodie."
- We're thrilled to have several foodservice associations holding key management and membership meetings at the Wisconsin Restaurant Expo. Some groups meeting so far include: National Association of Catering Executives, Club Managers Association of America - Wisconsin Chapter, Association for Healthcare Foodservice, Wisconsin Association of Nutrition & Foodservice Professionals, Wisconsin Dietetic Association, and Wisconsin School Nutrition Association.
- Check out www.everythingfoodservice.org for details on all of our other great events! And become our fan on Facebook!

If you have any questions, please don't hesitate to call the Expo Team at 800.589.3211 (within the US) or 608.270.9950.

Sincerely,

Dawn Faris, CEM
Exposition Director

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Over Three Months Out

- Read contract carefully: Understand terms, show rules, payment schedule, etc.
- Determine exhibit objectives & purpose for participation in show
- Determine exhibit needs: refurbishments, additions, changes, redesign, etc.
- Read and review Exhibitor Service Manual
- Plan show advertising & marketing strategies
 - Featured Product Previews
 - Preferred Customer Passes
 - WRA Membership Mailing List
 - Expo Program Logo Upgrade
 - Expo Program Advertising
 - Silent Auction Donations
 - Sponsorship Opportunities
 - Incentives/Premiums/Literature

Two - Three Months Out

- Select display products & develop floorplan for exhibit
- Finalize graphics art/copy
- Create a list of required services, noting deadlines
- Communicate with primary vendors & order show services
 - Electrical, Mechanical & IT
 - Lead Retrieval Systems
 - Furnishings & Rental Services
 - Carpet
 - Audio Visual
 - Catering/Bartenders
 - Labor & Installation
- Submit authorization forms if using an Exhibitor-Appointed Contractor
- Select booth staff
- Plan any in-booth presentations and/or demonstrations
- Order badges for exhibiting staff
- Make airline, hotel & car reservations
- Execute and implement show-related advertising & marketing strategies
- Meet deadlines for publicity in the Expo Program & Exhibit Directory

One Month Out

- Confirm availability of display, literature, samples, and give-aways
- Plan and hold a pre-show meeting for booth staff
- Distribute training materials to all booth staffers
- Reserve dock space for move-in

Upon Arrival & During Show

- Supervise booth setup
- Perform any on-site training for booth staff

After Show

- Reserve next year's space
- Arrange for follow-up on lead forms
- Send thank you notes to booth staff
- Handle show-related invoices
- Measure/analyze results

Visit www.valleyexpodisplays.com/planner for an Exhibit Planner to help manage the details.

Deadline	Explanation	Section in this Manual	Page #
December 27 ..	Featured Products Program (Free Advertising!)	Pre-Show Preparation	PS-03
January 13	Full Payment of Exhibit Space Due	As per 2012 Expo Contract	
January 17	Wis. Restaurateur Magazine Advertising - Space Reserve..	Pre-Show Preparation	PS-09
January 20	Wis. Restaurateur Magazine Advertising - Materials Due ..	Pre-Show Preparation	PS-09
February 7	Expo Program Advertising - Space Reserve.....	Pre-Show Preparation	PS-07-08
February 9	Insurance Certificate	Rules & Regulations.....	RR-14
February 9	EAC Authorization Request (WRA Form).....	Freight/Labor	FL-03
February 9	EAC Badge Order (WRA Form)	Freight/Labor	FL-04
February 9	EAC Authorization Request (Valley Expo Form)	Freight/Labor	FL-05
February 9	Sign & Banner Hanging Order	Freight/Labor	FL-19
February 10	Logo Upgrade in the Expo Program	Pre-Show Preparation	PS-06
February 10	Expo Program Advertising - Materials Due	Pre-Show Preparation	PS-07-08
February 10	Dock Pass Request.....	Freight/Labor	FL-01
February 17	Preferred Customer Pass Orders.....	Pre-Show Preparation	PS-04
February 17	WRA Membership List.....	Pre-Show Preparation	PS-05
February 20	Online Auction Donations.....	Pre-Show Preparation	PS-11
February 23	Discount Deadlines for Valley Expo & Displays	Payment Info	PI-01
February 23	Booth Carpet Order	Furniture/Custom Rentals....	FR-01-02
February 23	Booth Furniture & Accessories Order.....	Furniture/Custom Rentals....	FR-03-27
February 23	Exhibit Display/System Order	Furniture/Custom Rentals....	FR-28-32
February 23	Graphics & Signage Order	Furniture/Custom Rentals.....	FR-33
February 24	IT, Electrical & Mechanical Order	Rental Services/Utilities	RU-01-05
February 24	Audio/Visual Request.....	Rental Services/Utilities	RU-06
February 24	Hotel Reservations.....	General Info	GI-09
March 1	Lead Retrieval Order.....	Rental Services/Utilities	RU-07-08
March 5	Advance Freight Shipments to Valley Expo & Displays.....	Freight/Labor	FL-07
March 8	Exhibitor Badge Registration	Pre-Show Preparation	PS-01
March 10	First Day of Exhibitor Move-In	General Information	GI-01
March 10	Direct Shipments Begin Arriving at Exhibit Site	Freight/Labor	FL-07
March 11	Second/Final Day of Exhibitor Move-In.....	General Information	GI-01
March 14	First Day of Exhibitor Move-Out (after 3:00 PM)	General Information	GI-01
March 15	Final Day of Exhibitor Move-Out (8:00 AM-12:00 PM)	General Information	GI-01