



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