

Location: Frontier Airlines Center • 400 W Wisconsin Avenue • Milwaukee, Wisconsin 53203

Move-In:

Saturday, March 10	8:00 a.m. - 4:00 p.m.
Sunday, March 11	10:00 a.m. - 5:00 p.m.
Monday, March 12	7:00 a.m. - 10:00 a.m.*

* Important note: Absolutely no move-in through the loading docks will be allowed on Monday morning. Any exhibitor planning to move in on Monday morning should have only light items that can be carried in by hand through the main/front doors of the facility. **Again, freight WILL NOT BE ALLOWED after Sunday.**

Exhibit Hours:

Monday, March 12	11:00 a.m. - 5:00 p.m.
Tuesday, March 13	10:00 a.m. - 5:00 p.m.
Wednesday, March 14	10:00 a.m. - 3:00 p.m.

Exhibitor Prep Hours:

Monday, March 12	7:00 a.m. - 10:45 a.m.
Tuesday, March 13	7:00 a.m. - 9:45 a.m.
Wednesday, March 14	7:00 a.m. - 9:45 a.m.

Move-Out:

Wednesday, March 14	3:00 p.m. - 8:00 p.m.
Thursday, March 15	8:00 a.m. - 12:00 p.m.

Any freight left in the building after 12:00 pm on Thursday, March 15, will be sent out by the contractor's preferred carrier at the exhibitor's expense.

**Remember, Wisconsin Restaurant Expo is a selling show.
Sales are allowed and encouraged on the showfloor.**

Show Colors: Exhibit Drapes - Black • Aisle Carpet - Pepper

**Included in
Exhibit Space:**

PLEASE NOTE:
Furnishings, carpet &
utilities are NOT
included in your exhibit
space rental fee.

- Use of the rented floorspace
- Standard booth draping
- General perimeter security
- Complimentary exhibitor badges (see Pre-Show Preparation section to order badges)
- Product and company listing in the Program & Exhibit Directory and on the Wisconsin Restaurant Expo Virtual Trade Show
- Opportunity to participate in several pre-show promotion programs to build company and product awareness

Show Leads & Sales:

Exhibitors may choose from the following options -

- Electronic Lead Retrieval - see Rental Services/Utilities section in this manual
- Lead Pads - WRA will distribute free lead pads to all exhibitors

The electronic lead retrieval system must be rented in advance to ensure delivery at show site. Electrical service is necessary for some lead retrieval machines. All rental expenses are the responsibility of the exhibitor.

**Ordering Exhibit
Services and
Booth Utilities:**

Valley Expo & Displays, the Frontier Airlines Center, and Registration Systems, Inc. will have service desks on-site accepting orders. Services ordered on-site will be charged an increased rate, and some items may not be available. *Save time and money by ordering these services in advance with the forms in this manual.*

Order products and services online from Valley Expo & Displays at www.valleyexpodisplays.com - it's easy!