

## **IMPORTANT**

<b>Move-In:</b>	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.**

<b>Move-Out:</b>	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 p.m. on Thursday, March 15 will be sent out by the contractor's preferred carrier at the exhibitor's expense.

## **FRONTIER AIRLINES CENTER DOCK POLICIES & PROCEDURES**

The Frontier Airlines Center Third Floor Loading Dock is the only major access to load in and out of the facility. We ask that you follow all listed policies & procedures when loading in and out of the building, in order to make this area run as smoothly as possible at all times. Thank you in advance for your cooperation.

## **EXHIBITOR UNLOADING - LOADING DOCKS**

Exhibitors are allowed to unload their own freight provided they use (1) a privately-owned vehicle such as a car, van, SUV, pick-up truck or smaller rented truck (i.e. U-Haul, Ryder, etc.) or (2) a company-owned vehicle such as a flatbed or cube truck.

***All other trucks will be unloaded by Valley Expo & Displays and drayage charges will be incurred. ALL Exhibitor Appointed Contractor (EAC) trucks must be unloaded by Valley Expo & Displays.***

Exhibitors planning to unload themselves will be assigned a specific target delivery date and time prior to the show. **EACH EXHIBITOR AND EAC MUST COMPLETE A DOCK PASS REQUEST FORM** and return it to the Wisconsin Restaurant Association no later than **February 10, 2012**. There are two ways to request a dock pass:

- (1) Easily submit your dock pass request online by visiting [www.wirestaurant.org/expo/exhibit/forms/dock\\_form.cfm](http://www.wirestaurant.org/expo/exhibit/forms/dock_form.cfm)
- (2) Submit a hard-copy form by fax or mail. Dock Pass Request forms are found in two places in this manual:  
Within the "Freight/Labor" section and following the Move-in/Move-out Procedures in this section.

Dock passes and assigned times will be sent to exhibitors prior to the show. If you miss your target move-in, you may be re-directed to a separate staging area.

## **VALLEY EXPO & DISPLAYS UNLOADING**

Valley Expo & Displays must unload any freight coming in on a common carrier, van line, air freight company, UPS or Federal Express and your company will be charged the appropriate drayage fees. **Valley Expo & Displays must unload any exhibitor freight brought in by an EAC.**

Exhibitors may also hire Valley Expo & Displays to unload their vehicles. Additional information and forms can be found under the "Freight/Labor" section in this manual. Vehicles scheduled to be unloaded by Valley Expo & Displays will receive preference.

## **LOCATION OF LOADING DOCK**

The helical ramp leading to the third floor exhibit hall and the loading dock area is located on the West Side of the building on 6<sup>th</sup> Street. It is preferred that you use the North bound lanes on 6<sup>th</sup> when entering the loading area. A loading dock attendant will meet you at the entry to the loading ramp to check your identification (dock pass) before your entry is approved.

**PLEASE NOTE** — You must be pre-approved to enter the loading dock. A Dock Pass will be required for dock entry. Please **complete the “Dock Pass Request Form”** to obtain a dock pass prior to move-in. Dock Pass requests can be completed online or a hard-copy form can be found within the “Freight/ Labor” section of this manual. Dock passes allow you to bypass the staging area and go directly to the convention center.

## **FREIGHT - INBOUND & OUTBOUND**

The Frontier Airlines Center will not accept any direct shipments of equipment or materials into the building prior to Saturday, March 10. All outbound freight must be coordinated through Valley Expo & Displays.

## **EXHIBITOR SETUP & DISMANTLE**

Each exhibitor may unload their own vehicle upon entry into the dock area. Exhibitors may also transport their equipment to their booth and set it up. **Only forklifts and pallet jacks owned and operated by Valley Expo & Displays will be permitted.**

## **EXHIBITOR APPOINTED CONTRACTORS (EAC)**

Exhibitors using the services of an outside company (EAC) for exhibit set-up and dismantle must return written notification to both the Wisconsin Restaurant Association and to Valley Expo & Displays by February 9, 2012. All notices must include a certificate of insurance from the outside company naming show management (Wisconsin Restaurant Association) and Valley Expo & Displays as additional insureds. Notices received after this deadline are subject to show management’s discretion. Refer to Exhibitor-Appointed Contractor (EAC) instructions and information included therein (see “Freight/Labor” section).

**PLEASE NOTE** — WRA will have a limited number of complimentary carts available for exhibitors to transport their equipment from the loading dock into the exhibit hall. WRA expects that carts will be quickly unloaded and returned to the dock for others to use. The exhibitor is responsible for any damage or injury that occurs while using these carts.

## **POLICY FOR HAND-CARRIED AND ITEMS MOVED ON 2-WHEELED DOLLIES**

Exhibitors with hand carried items or two-wheel dollies may use the 6<sup>th</sup> and Wisconsin entrance as an alternative loading and unloading location. Use of this entrance is solely restricted to those companies with hand carried items or two-wheel dollies. Upon entering the rotunda area, please take the Freight Elevators up to the 3<sup>rd</sup> floor as directed. You will be in the southwest corner of the exhibit hall. This elevator is only accessible during scheduled move-in and move-out times (it will not be in operation during show hours).

Be aware that parking around the perimeter of the building is limited. Please consult maps in this manual that identify parking ramps nearby (see “General Information” section).

**HAND CARTS ARE NOT ALLOWED THROUGH THE MAIN ENTRANCE OF THE EXHIBIT HALL. YOU MUST USE THE FREIGHT ELEVATORS WITH ALL HAND CARTS.**

## EXHIBIT TEAR-DOWN

The show closes at 3:00 p.m. on Wednesday, March 14, 2012. **No early-tear down is allowed.** If an exhibitor is found tearing down early, the company will be warned once. If early tear-down continues, priority placement for future exhibit space will be taken away and access to the loading docks will be restricted until after 7:00 p.m.

At 3:00 p.m. exhibitors may begin dismantling their exhibit. For those needing dock access to load-out, be aware that your exhibit must first be 100% dismantled before your vehicle can gain admittance to the loading docks. Access to the loading dock begins at 3:30 p.m. for select vehicles. Smaller privately-owned vehicles are allowed up to the dock area first as they typically belong to exhibitors with smaller booths who are often fully broken down fully by 3:30. This also helps better facilitate traffic flow on the docks by not mixing cube trucks and semis with small vehicles.

NOTE: The move-out is usually a very quick process and the majority of the exhibitors are often cleared out of the exhibit hall within roughly the first 60 minutes. The dock access schedule for the move-out MAY VERY WELL be adjusted to let larger privately-owned vehicles up the docks earlier than 4:00.

## DOCK ACCESS SCHEDULE – WEDNESDAY, MARCH 14

### SMALLER VEHICLES, PRIVATELY-OWNED

**Definition:** Cars, sports utility vehicles (SUVs), vans, personal pick-up trucks. No trailers allowed.

From 3:30 – 4:00 p.m., the loading docks will be open exclusively for small vehicles only. This allows more vehicles to be staged on the docks at one time and gets exhibitors that typically require less dismantle time out of the building sooner.

No pass is required to access the dock for tear-down. Simply make sure your exhibit is 100% dismantled before your driver approaches the loading dock. If found tearing down early, drivers will be turned away from the loading dock until 7:00 p.m.

### LARGER VEHICLES, PRIVATELY-OWNED

**Definition:** Flatbeds, cube trucks, vehicles with trailers, smaller rented trucks (i.e. U-Haul, Ryder, etc). Beginning at 4:00 p.m., the loading docks will open for larger privately-owned vehicles and vehicles with trailers.

No pass is required to access the dock. Simply make sure your exhibit is 100% dismantled before your driver approaches the loading dock. If found tearing down early, drivers will be turned away from the loading dock until 7:00 p.m.

### COMMERCIAL VEHICLES

**Definition:** Definition: Common carrier, van line, air freight company, UPS or Federal Express.

Commercial vehicles may check in starting at 5:00 p.m. The driver will be called when the exhibitor's booth is 100% dismantled and a bill of lading has been turned in to the Exhibitor Service Desk.

## DOCK ACCESS SCHEDULE – THURSDAY, MARCH 15

Any vehicle may approach the dock anytime between 8:00 a.m. and 12:00 p.m.

If you have the ability to load-out on Thursday, we highly encourage consideration of this option. Activity on the loading docks and inside the exhibit hall on Thursday morning is extremely light. Consider dismantling your exhibit on Wednesday after 3 p.m. and return on Thursday when it is much less hectic to load out.

Exhibitors are allowed to unload their own freight provided they use **(A)** a privately-owned vehicle or smaller rented truck (i.e. U-Haul, etc.) or **(B)** a company-owned vehicle such as a flatbed or cube truck. All exhibitors must have a dock pass to access the loading docks.

If you wish to unload your own vehicle at the Frontier Airlines Center Loading Dock, you must complete a dock pass request form and return it to the Wisconsin Restaurant Association by February 10, 2012. There are two ways to request your dock pass:

- (1) Easily submit your dock pass request online by visiting [www.wirestaurant.org/expo/exhibit/dock\\_form.php](http://www.wirestaurant.org/expo/exhibit/dock_form.php)  
(2) Fill out the information below and fax to 608.270.9960

Dock passes with your assigned time will be mailed prior to move-in. Target delivery dates and times will be set based on the completed information on this form on a first come, first served basis. Exhibitors who miss their assigned time during move-in will only gain access to the dock area as space and time permits.

Any materials arriving on a common carrier, van line, air freight company, UPS or Federal Express must be unloaded by Valley Expo & Displays and will be charged the appropriate drayage fees. All other trucks will be unloaded by Valley Expo & Displays, including all EAC trucks. The only forklifts and pallet jacks permitted are those owned and operated by Valley Expo & Displays. Please see the Valley Expo & Displays forms in this manual for further information.

## Return form no later than FEBRUARY 10, 2012

If you need dock access and miss the deadline, you will be required to pick up your dock pass on-site. Requests will not be honored after February 10. No exceptions.

Mail Dock Pass to Attention of:			Booth Number:
Name of Exhibiting Company:			
Mailing Address:			
City:	State:	Zip:	
Telephone:		Fax:	
E-mail:			

1. Please circle which day and time slot you would prefer to unload your freight:

**Saturday, March 10**    8a-9a    9a-10a    10a-11a    11a-1p    1p-3p    No. of Vehicles: \_\_\_\_\_

**Sunday, March 11**                    10a-11a    11a-12p    12p-2p    2p-4p    No. of Vehicles: \_\_\_\_\_

**NOTE: You will have a maximum of 30 minutes per vehicle to unload materials on the loading dock. The dock area is not a parking lot and you will be asked to leave if your vehicle is there beyond the 30 minute limit.**

2. Drive-up ramps and dock space will be available for exhibitor self-unloading.

Do you need to be assigned a dock space with an adjustable plate for unloading:  Yes  No  
(Please note: It is easier to accommodate exhibitors needing only drive-up ramps)

3. What type of vehicle(s) will you be unloading at the dock?

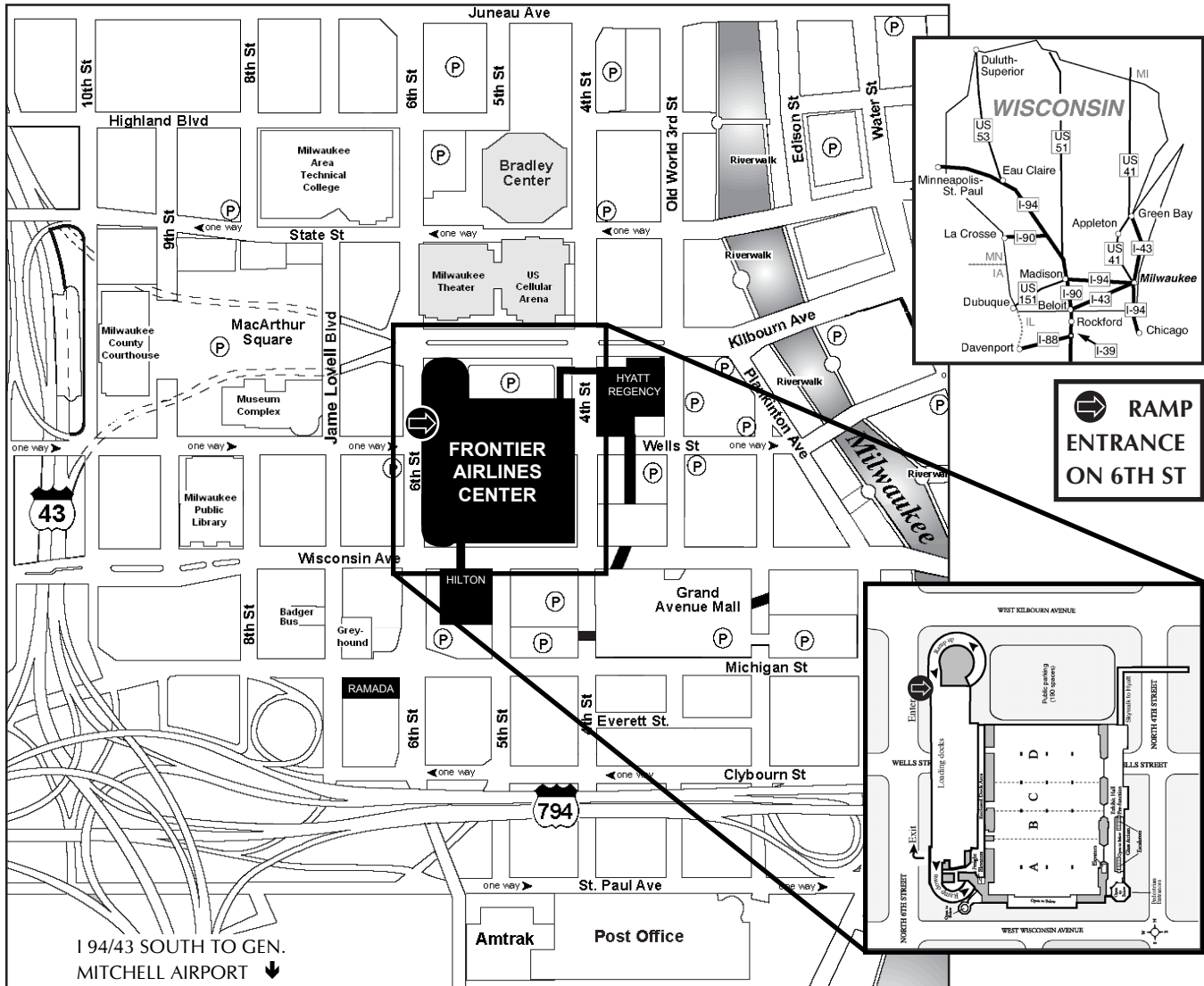
Car     Van     SUV     Pick-up Truck     Commercial Vehicle     Semi Truck     Other \_\_\_\_\_

### SEND FORM TO:

Ryan Pettersen  
Wisconsin Restaurant Association  
2801 Fish Hatchery Road, Madison, WI 53713  
Fax: 608.270.9960  
Email: [rpetersen@wirestaurant.org](mailto:rpetersen@wirestaurant.org)

### QUESTIONS?

Contact Ryan Pettersen  
Phone: 800.589.3211 or 608.270.9950  
Email: [rpetersen@wirestaurant.org](mailto:rpetersen@wirestaurant.org)



**FROM THE NORTH:**

Take I-43 heading south. Take Exit 72E for Highland Ave./11th St. Merge onto N. 11th St. Turn left onto W. Wells St. Turn left onto N. 6th St. The entrance ramp to the loading dock area will be on your right, approximately 1/2 block after you turn onto N. 6th St.

**FROM THE WEST:**

Take I-94 heading east. Take Exit 1H toward St. Paul Ave. / James Lovell St. and then merge to the left onto James Lovell Street. Turn right onto W. Wells St. Turn left onto N. 6th St. Dock entrance will be on your right, approximately 1/2 block after you turn onto N. 6th Street.

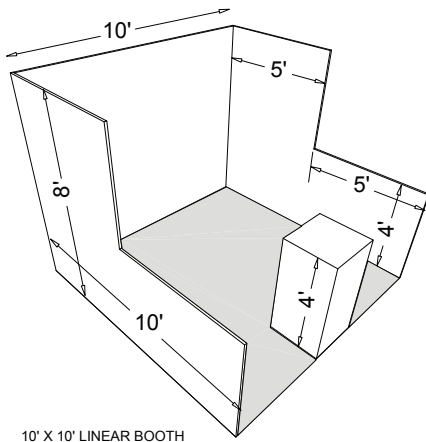
**FROM THE SOUTH/AIRPORT:**

Milwaukee's I-94 North - South Freeway Project will affect those traveling to the Frontier Airlines Center from the south (including traffic coming from Mitchell International Airport). For more information and alternative routes, visit [www.plan94.org](http://www.plan94.org)

**If you have a favorite mapping program, the address for the entrance to loading dock ramp should be entered as: 850 N. 6th Street, Milwaukee, WI 53203**

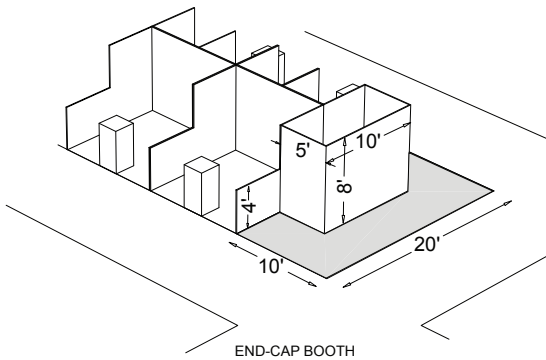
Booths which the Wisconsin Restaurant Association deems to present an unreasonable obstruction-of-view of other exhibits must be altered at the exhibitor's expense. To avoid costly and time consuming on-site alterations, it is strongly recommended that you review the rules below (and on the following page) to make sure your display is within the guidelines.

No portion of an exhibit may extend into the aisle or exceed the dimensions of an assigned booth. Therefore, exhibits must be designed to draw attendees into the booth. Exhibit booths and equipment may not extend into the aisle at any height level. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. Any variations from the height restrictions below must be pre-approved by show management prior to move-in. Fax your drawing to 608.270.9960, attention Dawn Renz Faris or email [dfaris@wirestaurant.org](mailto:dfaris@wirestaurant.org).



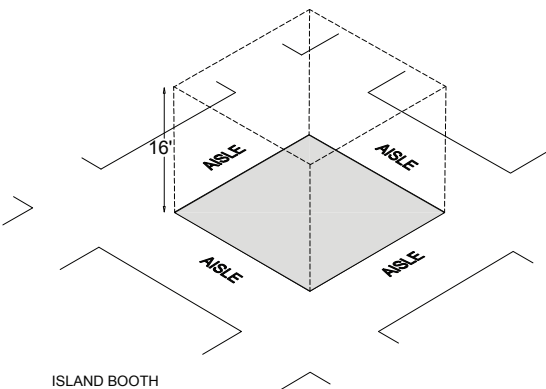
### Linear (In-Line)/Corner/Perimeter Booth

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called in-line booths. A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply. A Perimeter Booth is simply a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths except that the maximum backwall height is twelve feet (12'). Use of space: display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Linear Booths are used in combination as a single exhibit space, the four-foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.)



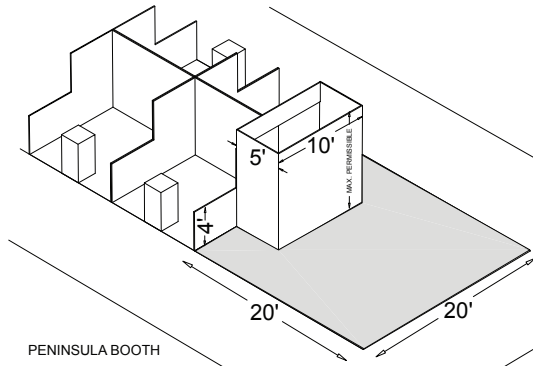
### End-cap Booth

An End-cap Booth is exposed to aisles on three sides and composed of two booths. Use of space: the maximum backwall height of eight feet (8') is allowed only in the rear half of the booth space and within five feet (5') of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.



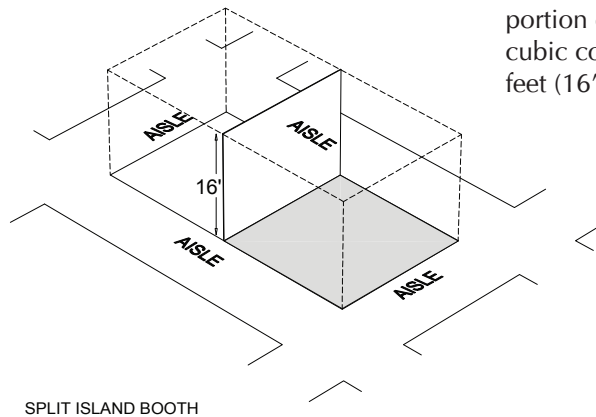
### Island Booth

An Island Booth is any size booth exposed to aisles on all four sides. Use of space: the entire cubic content of the space may be used up to the maximum allowable height, sixteen feet (16'), including signage.



### Peninsula/Split Island Booth

A Peninsula Booth is exposed to aisles on three sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth." Use of space: Double-sided signs, logos and graphics shall be set back ten feet (10') from adjacent booths. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet (16') is the maximum height allowance, including signage for the center portion of the backwall. For a Split Island Booth, the entire cubic content may be used up to a maximum height of sixteen feet (16'). There are no backwall line of sight restrictions.



### Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line of sight requirements (see regulations for "Linear (In-Line)/Corner/Perimeter Booth" on previous page).

The base of the canopy should not be lower than seven feet (7') from the floor within five feet (5') of any aisle. Canopy supports should be no wider than three inches. This applies to any booth configuration that has a sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings.

### Hanging Signs and Graphics

Hanging signs and graphics are permitted in all standard Peninsula and Island Booths, to a maximum height of sixteen feet (16') from the top of the sign. Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type).

Hanging signs and graphics should be set back ten feet (10') from adjacent booths. Approval for the use of hanging signs and graphics should be received at least 30 days prior to installation. Drawings should be available for inspection.

NOTE: Special authorization may be granted for displays that would normally have a 16' height restriction, but are now seeking a 20' height allowance. Requests must be made to WRA at least 30 days prior to move-in.

An "Indoor Sign & Banner Hanging" order form is included in this manual within the "Freight/Labor" section in this manual. Frontier Airlines Center staff (Wisconsin Center District) are responsible for hanging all overhead signs.

### **ADA COMPLIANCE**

The Americans with Disabilities Act (ADA) applies to events such as the Wisconsin Restaurant Expo. The ADA generally requires that convention facilities and services be accessible to those with disabilities. Wisconsin Restaurant Expo exhibitors must comply with ADA requirements.

### **ASSUMPTION OF RISK**

The exhibitor acknowledges that the layout of the exhibit area and the large number of people present in the exhibit hall make it impossible for 100% security to be provided to protect the exhibitor's merchandise and other property. Accordingly, the exhibitor assumes all risk of loss for exhibitor's merchandise, fixtures, displays, and any other property of the exhibitor located in the exhibit area, storage area, or any other area where access has been provided to exhibitors by the Wisconsin Restaurant Expo where such loss results from theft, vandalism, or any other damage caused by any agent or employee of the Wisconsin Restaurant Expo or caused by any other person either authorized or not authorized to be present at the exhibit hall. Furthermore, the exhibitor acknowledges that security guards and storage areas are provided by the Wisconsin Restaurant Expo merely as a service, and that Wisconsin Restaurant Expo has made no representation regarding the adequacy of such security measures. Wisconsin Restaurant Expo recommends that all exhibitors consult their individual insurance representative to obtain appropriate insurance coverage.

It is understood by the exhibitor that the nature of the facilities available, the presence and circulation of a large number of people, the difficulty of effective supervision over the protection of a large number of removable articles in many booths, and various other factors, make it reasonable that each exhibitor shall assume the risk of any injury, loss or damage. The exhibitor, by signing the Contract for Exhibit Space, thereby assumes such risk and expressly releases and agrees to indemnify Wisconsin Restaurant Expo and its members, officers, representatives and employees from any and all claims for any such loss, damage or injury.

Security Personnel will be furnished for the perimeter of the hall, but the furnishing of such personnel shall not be deemed to affect the non-liability of Wisconsin Restaurant Expo and its members, officers, representatives, and employees; the official service contractors; the Frontier Airlines Center, its officers, representatives and employees; nor to modify in any way the assumption of risk and release provided for above.

### **BOOTH STAFFING**

Your booth **MUST** be staffed during the hours the Expo floor is open. **THERE ARE NO EXCEPTIONS.** The Expo hours are: **Monday, 11 a.m.-5 p.m. • Tuesday, 10 a.m.-5 p.m. • Wednesday, 10 a.m.-3 p.m.**

### **CONTRACTOR SERVICES**

For services such as electrical, plumbing, telephone, standard decorating equipment (such as pipe & drape, tables, etc.), cleaning & drayage, no contractor other than the show's official contractor will be approved. The exhibitor shall provide only the material and equipment that he owns and that is to be used in his/her exhibit space.

### **DISTRIBUTION OF LITERATURE**

All exhibit materials and literature must be confined to the exhibit space contracted for in the convention center. Passing out literature or promotion materials is prohibited in the aisles or public areas.

### **EARLY TEARDOWN**

All displays must remain open for the full duration of the show. Exhibits cannot be dismantled before the 3:00 pm closing announcement on Wednesday.

### **EXCLUSIVITY CLAUSE**

The Wisconsin Restaurant Expo does not guarantee exclusive representation of a product on the exhibit floor.

### **HELIUM BALLOONS**

The use of helium balloons or any other articles, which when released may become caught or lodged on the show facility ceiling, are prohibited by the Frontier Airlines Center.

### **HOSPITALITY SUITES**

No exhibitor shall sponsor, promote, or encourage hospitality suites or rooms used for conducting business during official show activities including all show hours, social events, educational seminars or any other WRA sponsored convention activity without prior permission from WRA.

### **MODELS, HOSTESSES, AND PRODUCT SAMPLING**

- All exhibits must be staffed during trade show hours.
- Exhibitors are encouraged to pre-register models/hostesses to avoid any delay in booth operation.
- Product demonstrations and sampling involving the interaction of Exhibit personnel and their audience are restricted to the exhibit floor ONLY. Use of so-called "barkers" or "pitchmen" (mechanical or human) is prohibited.
- There shall be no demonstrations for sampling outside of contracted exhibit space. Should samplers interfere with normal traffic of neighboring exhibits, the Wisconsin Restaurant Expo will have no alternative but to request that the sampling be eliminated.

### **NON-EXHIBITING SUPPLIER POLICY**

Suppliers that have not purchased exhibit space are not allowed to attend the Expo. Exceptions include: (1) If a supplier is part of an exhibiting company's booth, and will be working that booth, they will be allowed on the show floor as an exhibitor; and (2) Companies who are scouting the Expo for future exhibition consideration may be pre-authorized to attend. They will be escorted by an Expo staff member and will be forbidden from soliciting business at the Expo. Individuals not approved or anyone violating these rules will be asked to leave the convention center.

### **REGISTRATION AND ADMISSION TO EXHIBITION**

Entrance to the Wisconsin Restaurant Expo during exhibit hours, move-in and move-out is restricted to persons in possession of an authorized badge. Each person working in your booth must register to receive an exhibitor badge. Exhibitor badges are NON-TRANSFERABLE.

### **SUBLETTING OF SPACE PROHIBITED**

Exhibitors are not permitted to assign, sublet or otherwise transfer a booth or any part of the space allotted to them, nor shall they exhibit or permit to be exhibited in their space, any merchandise, advertising materials or signage from another non-exhibiting company unless otherwise approved by the Wisconsin Restaurant Association. Exhibitors must show only goods manufactured or dealt by them in the regular course of business. Firms and organizations who have not purchased exhibit space are not permitted to solicit business of any kind in the aisles or other public areas of the Expo. Individuals not approved to be in the facility or those violating the rules will be asked to leave the convention center. To protect our exhibitors, we ask that you contact show management immediately if you see anyone violating these rules.

### **UNOCCUPIED SPACE**

The Wisconsin Restaurant Association reserves the right, should any space (for which a signed contract has been received and rental payment made) remain unoccupied by Sunday, March 11, 2012 at 5:00 pm, to rent or otherwise use such space and shall not be obligated to refund the space rental fee. **In addition, any charges incurred for necessary changes to the unoccupied exhibit space shall be borne by the original contracting exhibitor.**

### **USE OF SPACE – GENERAL**

All efforts to advertise, demonstrate and operate the exhibit must be conducted so as not to trespass the rights of other exhibitors. No exhibit will be permitted which interferes with the use of other exhibits or impedes access to them or impedes the free use of the aisles.

The Wisconsin Restaurant Expo reserves the right to limit or restrict operations that, for any reason, might be considered objectionable, without any liability for refund or damage.

### **USE OF SPACE – LIGHTS/AUDIO, ETC.**

- No spotlight, droplights or other special lighting device may be directed toward the aisles or so that it proves to be irritating or distracting to neighboring exhibit booths or guests.
- Operation of sound equipment that is of sufficient sound volume to be annoying to neighboring exhibitors or guests will not be permitted. Show Management will have jurisdiction over any disputes of this nature.

### **VIOLATION OF RULES & REGULATIONS**

The Wisconsin Restaurant Association may cancel the contract of any exhibitor in the event of any violation of the rules and regulations set by the Wisconsin Restaurant Expo and Frontier Airlines Center. WRA will not be responsible for any loss incurred.

## **IMPORTANT NOTICE**

**No one under 16 years of age (including infants) will be permitted on the show floor at any time.  
This includes all times during move-in, move-out and all regular show hours.**

## **GASOLINE & DIESEL POWERED VEHICLES & EQUIPMENT ON DISPLAY**

Wisconsin Administrative Code as of October, 1994:

**ILHR 10.30 Motor Vehicle Exhibitions.** Vehicles with internal combustion engines may be exhibited in buildings, other than those where the vehicles are normally serviced or sold or both, provided the following requirements are satisfied:

**1. Area specified.**

A specific area shall be designated for display of the vehicles.

**2. Exits.**

The vehicle shall not be displayed in any required passageway, corridor or exit leading to an exit.

**3. Running of engines.**

The vehicle engine shall not be started or run, except that the vehicle may be driven in and out of the building under its own power, but only when the building is not occupied by the general public.

**4. Fuel in tanks.**

The fuel supply in tanks shall be limited to not more than 5 gallons of fuel per vehicle when entering the building.

**5. Draining of fuel.**

When it is necessary to drain the excess fuel from the tank, the draining operation shall take place outside of the building.

**6. Fuel tank cap securement.**

The fill cap shall be of a lock type or the cap shall be securely taped with a material that is not soluble in a petroleum fuel.

**7. Battery.**

The grounding cable shall be disconnected from the battery terminal. The grounding cable and exposed battery terminal shall be completely covered with tape to be electrically insulated.

**8. Carburetor.**

The throttle linkage to the carburetor shall be disconnected or the accelerator shall be blocked so that it cannot be depressed.

**9. Attended or unattended exhibition.**

When the exhibition is unattended, the vehicle doors shall be locked.

**10. Fire extinguisher.**

One approved hand fire extinguisher of at least a 20 B:C rating shall be located within 75 feet travel distance of any displayed vehicle.

**11. Fire department notification.**

The local fire department shall be notified in writing 5 days in advance of the date the vehicle is to be displayed.

**12. Inspection.**

The local fire department having jurisdiction shall inspect the vehicles before the general public is permitted to occupy the building.

**13. Smoking prohibited.**

(a) Smoking shall not be permitted in the posted vicinity of the vehicle being displayed.

(b) "No Smoking" signs shall be posted in the vicinity of the vehicle display.

## **ADA**

The Frontier Airlines Center and Wisconsin Restaurant Association fully comply with the Americans with Disabilities Act of 1990.

## **GRATUITY POLICY**

Frontier Airlines Center employees and subcontractors are not allowed to accept gratuities, free samples or product giveaways. Leftover product may be donated to Feeding America Eastern Wisconsin.

## **SMOKING**

Smoking is not permitted anywhere in the Frontier Airlines Center.

## **SECURITY**

The Frontier Airlines Center provides 24 hour fire watch and building security.

## **EXTERIOR DOORS**

The transporting of exhibit materials by hand trucks and other equipment through pedestrian doors is prohibited during the days of the Expo. The only exception includes items being hand carried. Under no circumstances may exterior doors be propped open for move-in or move-out purposes.

## **FIRE AND SAFETY REGULATIONS**

All fire hose cabinets, pull stations and emergency exits (including those inside an exhibit space) must be visible and accessible at all times. All main and cross aisles, corridors, stairways and other exits must be maintained at their required width during show hours. Chairs, tables and other display equipment may not protrude into the aisles.

Materials used in the construction of displays must be fire retardant or resistant and are subject to approval by the City of Milwaukee Building Inspection Department and Wisconsin Center District (WCD) management. Exhibitors are responsible for the safe construction and maintenance of their displays. All empty crates and boxes must be stored in areas approved and assigned by WCD management. Show management is responsible for all event equipment and participants.

Exhibitors who plan to do any sort of cooking in their booth must equip the booth with a fire extinguisher.

Written authorization by WCD management and the City of Milwaukee Building Inspection Department is required for the following:

- Exhibit booths which have enclosed ceilings, upper decks or any large overhead advertising device in excess of 100 square feet; these require the use of perforated or porous materials that will not obstruct fire sprinkler protection. The City of Milwaukee Building Inspection Department requires such booths to be equipped with portable fire extinguishers.
- Display and operation of any heater, heat producing or open flame devices such as barbecues, candles, lanterns, torches, fireplaces, etc.
- Display and operation of any electrical, mechanical or chemical devices which may be deemed hazardous by the City of Milwaukee Building Inspection Department.
- Use or storage of flammable liquids, compressed gasses, dangerous chemicals or pyrotechnics.

## **ELECTRICITY REGULATIONS**

All service connections, disconnections and overload protection equipment must be installed by the Frontier Airlines Center Electrical Service Department. All equipment and material furnished shall remain the property of the Frontier Airlines Center and shall be removed only by the Frontier Airlines Center Electrical Service Department at the close of the show. Special equipment requiring company engineers or technicians for assembly, servicing, preparatory work and operation may be executed with Frontier Airlines Center electricians provided advance notice is approved by the Events Services manager.

The Frontier Airlines Center offers several common electrical connections including: 120 Volt, A.C. Single Phase, 60 cycle; 208 Volt, A.C. Single and Three Phase, 60 cycle; and 480 Volt, A.C. Single and Three Phase, 60 cycle

Permanent building electrical outlets are not part of booth or meeting space. All equipment must be properly tagged or marked as to the type and amount of current, voltage, phase, frequency, horsepower, etc. Use of open clip sockets, latex, or lamp cord wire, unwrapped duplex or triplex attachment plugs is prohibited. All 120 volt cords must be the three wire grounded type. All exposed non-current metal parts of fixed equipment must be grounded. All equipment regardless of power source must comply with local, state, federal, and national safety codes.

Exhibitors are allowed to supply their own multiple connection boxes, surge protectors, and extension cords provided that they are grounded and meet all safety regulation. However, all power sources must be supplied by the Frontier Airlines Center.

The Frontier Airlines Center reserves the right to refuse any connection on equipment that is deemed unsafe by a Wisconsin Center District electrical supervisor.

**Electrical service order forms are located in this manual within the "Rental Services/Utilities" section.**

*Levy Restaurants*  
***Wisconsin Restaurant Expo Sampling Guidelines***  
*For 2012*  
(Revised 8/9/2011)

***Wisconsin Center District***  
*Owners & Operators of the  
Frontier Airlines Center, US Cellular Arena  
and Milwaukee Theatre*

***Sampling Guidelines***

Sampling of food and beverage product must comply with sampling guidelines. Sampled product must be produced or distributed by the company that is sampling and sizes must conform to the amounts listed below.

Sampling of beer, wine or alcohol requires a licensed bartender. Arrangements must be made through the Levy Catering Office at 414.908.6150

Food: no more than 2 oz.

Beer and Soda: no more than 4 oz.

Wine: no more than 1 oz.

Alcohol: no more than ½ oz. alcohol to 2 parts mix OR no more than ¼ oz. straight for 14% alcohol content or higher

Liqueurs: ½ oz. sampling size for 14% alcohol or less

EXHIBITORS SAMPLING BEVERAGES ARE REQUIRED TO PROVIDE APPROPRIATE SIZE SAMPLING CUPS/CONTAINERS TO SAMPLE THEIR PRODUCT.

Bartender Labor - 125.00++ per Four (4) hour shift and 25.00++ each add'l hour

\*\*A bartender is required for each booth that is serving alcohol

Runner Labor - 20.00++ per hour with a Four (4) hour minimum

\*\*Runner labor upon request - not a requirement



The state of Wisconsin and the Wisconsin Restaurant Association are national leaders in food safety. We were a driving force in requiring sanitation certification, and continue to make the issue of serving safe food a critical one for our operators.

To that end, we ask you to make certain that the practices you utilize in the display and service of your products at our show are in concert with the standards that are required by code in the state of Wisconsin. We ask that you monitor the following standards specifically:

- All cold foods maintained and served at 41°F or below.
- All hot foods maintained and served at 135°F or above.
- All hot foods to be cooled and reheated for the next day must be cooled to 41°F within 4 hours. An alternate method would be to cool the food to 70°F within 2 hours, then to 41°F within 4 hours.
- All leftover hot foods must be reheated to 165°F for 15 seconds and then can be held at 135°F.
- Avoid cross contamination by eliminating the opportunity where food contact surfaces touch both raw and cooked foods.
- Handle all food products with proper utensils or by wearing non-latex, single use gloves. Handling ready-to-eat foods with bare hands is prohibited by the Wisconsin Food Code.
- Make sure all of your booth workers are trained in how to properly wash their hands and not to work with food if they are experiencing the following symptoms: Jaundice, fever, or sore throat with fever. If a booth worker is experiencing a sudden onset of vomiting and/or diarrhea, or has been diagnosed with a foodborne illness, they cannot be allowed to work at the Expo.
- All pots, pans, and utensils must be cleaned and sanitized. If any vessel or utensil is used for more than one day, the item must be cleaned and sanitized in a designated cleaning area only. Exhibitors should provide their own sanitizing agent and appropriate test strips.

If you have any questions, please contact Susan Quam, Executive Director of the WRA Education Foundation at 800.589.3211. She will be glad to discuss any concerns you may have.

Thank you for helping us by making this our best and safest show yet.

## **INSURANCE**

**Each exhibitor is required to provide WRA show management with a certificate of insurance**, which verifies that the exhibitor is currently covered for loss or damage to property and liability for personal injury. Recommended minimum liability coverage is \$1,000,000 combined single limit. Absolutely no setup will be allowed until a certificate is on file with WRA. All insurance certificates should be submitted to the Wisconsin Restaurant Association **no later than February 9, 2012.** Certificates may be submitted via mail (2801 Fish Hatchery Road, Madison WI 53713), email ([dtaber@wirerestaurant.org](mailto:dtaber@wirerestaurant.org)) or fax (608-270-9960).

**A certificate of insurance is also required for all Exhibitor Appointed Contractors (EACs).**

Insurance certificates from any EAC must name the Wisconsin Restaurant Association and Valley Expo & Displays as additional insureds. It is recommended that you submit EAC insurance certificates with the EAC Work Authorization form found within the "Freight/Labor" section in this manual.

All property used or exhibited is at the sole risk of the exhibitor. The Wisconsin Restaurant Association will not assume any responsibility for injury, loss, theft, or damage to persons, goods, equipment, or decorations caused by the operations of the exhibitor.

## **SECURITY**

Wisconsin Restaurant Expo security is provided to control persons entering and leaving the convention center. Security personnel will be on duty during move-in and 24 hrs. a day during show hours. However, this security service does not guarantee against theft. Neither the Wisconsin Restaurant Association nor its official contractors are responsible for your property in the event of theft, accident, vandalism or other causes.

**Following are some hints you may find helpful to prevent theft:**

- Keep all loose electronic items (cameras, radios, laptop computers) in a secure location and take them with you at the close of the show each day.
- Make an inventory of all equipment and engrave each item with identifying information before shipping.
- Ship your equipment in well-constructed, lockable containers.
- Mark your containers only with your company name, address, and identifying numbers.
- Keep a list of the numbered crates that documents the contents of each container.
- Never mark containers with identifying notation such as "Computer Equipment."
- Have containers unpacked in your presence. Compare contents to your master inventory list.
- Instruct your trade show staff on security issues and responsibilities, both in the convention center and outside the facility.

## **NON-EXHIBITING SUPPLIER POLICY**

**Suppliers that have not purchased exhibit space are not allowed to attend the Expo.**

*The following exceptions will be made:*

- If a supplier is part of an exhibiting company's booth, and will be working that booth, they will be allowed on the show floor as an exhibitor.
- Companies who are scouting the Expo for consideration of exhibiting in 2012 may be pre-authorized to attend. They will be assigned a specific time to walk the show floor escorted by an Expo staff member. They will be forbidden from soliciting business at the Expo, including the distribution of sales literature, samples and business cards.

For the protection and security of our exhibitors, individuals not approved to attend the Expo and/or anyone violating the rules will be asked to leave the convention center. Contact show management immediately if you see someone violating these rules. Please report any suspicious activity to the Information Booth #602.