**IMPORTANT**

Move-In:  
Saturday, March 7 8:00 a.m. - 4:00 p.m.  
Sunday, March 8 10:00 a.m. - 5:00 p.m.  
Monday, March 9 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 or on a very small cart or dolly with non-marking tires through the main doors of the facility.

Move-Out:  
Wednesday, March 11 3:00 p.m. - 8:00 p.m.  
Thursday, March 12 8:00 a.m. - 12:00 p.m.

Any freight left in the building after 12:00 p.m. on Thursday will be sent out by the contractor’s preferred carrier at the exhibitor’s expense.

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**WISCONSIN CENTER DOCK POLICIES & PROCEDURES**

The Wisconsin Center’s third floor loading dock is the only major access to load in and out of the facility. In order to make this area run as smoothly as possible at all times, we ask that you follow all listed policies & procedures when loading in and out of the building. 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 must request a specific target delivery date and time prior to the show. **EVERY EXHIBITOR AND EAC REQUIRING DOCK ACCESS MUST REQUEST A DOCK PASS no later than February 21st (if submitting a paper form) or March 2nd (if submitting the request online).**

To easily submit a dock pass request online, visit:  
[www.wirestaurant.org/expo/exhibit/prep/dock](http://www.wirestaurant.org/expo/exhibit/prep/dock)

Dock Passes play a crucial role in ensuring that the overall move-in process runs smoothly. If you miss your target move-in, you may be re-directed to a separate staging area. See page FL-01 in the “Freight & Labor” section in this manual for detailed instructions on how to request dock passes.

**VALLEY EXPO & DISPLAYS UNLOADING**

Exhibitors may 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.

As noted above, 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 also unload any exhibitor freight brought in by an EAC.
LOCATION OF LOADING DOCK

The helical ramp leading to the third floor exhibit hall and its adjacent loading dock area is located on the west side of the building on 6th Street. It is preferred that you use the northbound lanes on 6th Street when entering the ramp to the loading dock area. A loading dock attendant will meet you at the entry to check your identification (dock pass) before your entry is approved.

PLEASE NOTE — You must be pre-approved to enter the loading dock area. A dock pass will be required for entry. Please complete a “Dock Pass Request Form” to obtain a dock pass prior to move-in. See page FL-01 in the “Freight & Labor” section in this manual for detailed instructions on how to request dock passes. Dock passes allow you to bypass the staging area and go directly to the convention center.

FREIGHT - INBOUND & OUTBOUND

The Wisconsin Center will not accept any direct shipments of equipment or materials into the building prior to Saturday, March 7. All outbound freight must be coordinated through Valley Expo & Displays.

EXHIBITOR SETUP & DISMANTLE

Each exhibitor may unload their own private vehicle(s). They may also transport their equipment to their booth and set it up. Vehicles may remain in the loading dock area for a maximum of 30 minutes. The only forklifts and motorized pallet jacks permitted are those owned and operated by Valley Expo & Displays.

PLEASE NOTE — Show management (Wisconsin Restaurant Association) will have a limited number of complimentary carts available for exhibitors to transport their equipment from the loading dock area 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.

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 Valley Expo & Displays by February 6, 2020. 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. If using an Exhibitor Appointed Contractor, please refer to the additional instructions, information and forms for EACs included in the “Freight & Labor” section in this manual.

POLICY FOR HAND-CARRIED AND ITEMS MOVED ON 2-WHEEL DOLLIES

Exhibitors with hand-carried items or two-wheel dollies may use the entrance on the corner of 6th St. and Wisconsin Ave. 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 at the entrance, please take the freight elevators up to the 3rd 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 the “General Expo Information” section in this manual which identify parking facilities nearby.

LARGE AND/OR HEAVY WHEELED CARTS ARE NOT ALLOWED THROUGH THE MAIN ENTRANCES OF THE WISCONSIN CENTER. YOU MUST USE THE FREIGHT ELEVATORS WITH ALL LARGE CARTS.
EXHIBIT TEAR-DOWN

The show closes at 3:00 p.m. on Wednesday, March 11. **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 may 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 docks 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 which are often able to be fully dismantled by 3:30. This also helps better facilitate traffic flow on the docks by not mixing cube trucks and semis with smaller 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 certainly may be adjusted to let larger privately-owned vehicles up to the loading dock area earlier than 4:00.

### DOCK ACCESS SCHEDULE – WEDNESDAY, MARCH 11

#### SMALLER VEHICLES, PRIVATELY-OWNED

**Definition:** Cars, sport 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 area for tear-down. Simply make sure your exhibit is 100% dismantled before your driver approaches the loading dock entrance. If found tearing down early, drivers may be turned away from the loading docks 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 area. Simply make sure your exhibit is 100% dismantled before your driver approaches the loading dock entrance. If found tearing down early, drivers may be turned away from the loading docks until 7:00 p.m.

#### COMMERCIAL VEHICLES

**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 12

Any vehicle may access the ramp and loading dock area 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 3:00 p.m. and return on Thursday when it is much less hectic to load out.
**FROM THE NORTH:**
Take I-43 heading south. Take Exit 72E (right) 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 (right) toward St. Paul Ave./James Lovell St. and then merge to the left onto James Lovell St. 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:**
Take I-43/I-94 heading north. Take Exit 72A (right) toward Michigan St./10th St. Veer slight left onto 10th St. 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.

*If you have a favorite mapping system and/or GPS, 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. Email a picture/drawing of your intended layout to Dawn Faris at dfaris@wirestaurant.org or fax to Dawn at 608.270.9960.

**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 of a Perimeter Booth 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.
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 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 the “Freight & Labor” section in this manual. Wisconsin Center staff are responsible for hanging all overhead signs.

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
Peninsula/Split Island Booth
Hanging Signs and Graphics
Approval for the use of hanging signs and graphics should be received at least 30 days prior to installation.
ADA COMPLIANCE
The Americans with Disabilities Act (ADA) applies to events such as the Midwest Foodservice Expo. The ADA generally requires that convention facilities and services be accessible to those with disabilities. Midwest Foodservice 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 Midwest Foodservice Expo where such loss results from theft, vandalism, or any other damage caused by any agent or employee of the Midwest Foodservice 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 Midwest Foodservice Expo merely as a service, and that the Midwest Foodservice Expo has made no representation regarding the adequacy of such security measures. The Midwest Foodservice 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 the Midwest Foodservice 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 the Midwest Foodservice Expo and its members, officers, representatives, and employees; the official service contractors; the Wisconsin 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 that the Expo floor is open. THERE ARE NO EXCEPTIONS. The Expo hours are:
- Monday, 11:00 a.m. – 5:00 p.m.
- Tuesday, 10:00 a.m. – 4:00 p.m.
- Wednesday, 10:00 a.m. – 3:00 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 exhibit hall aisles or other public areas within the facility.

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

EXCLUSIVITY CLAUSE
The Midwest Foodservice 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 facility ceiling, are prohibited by the Wisconsin 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 show management (Wisconsin Restaurant Association).
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 or sampling outside of contracted exhibit space. Should samplers interfere with normal traffic of neighboring exhibits, the Midwest Foodservice Expo will have no alternative but to request that the sampling be eliminated.

REGISTRATION AND ADMISSION TO EXHIBITION
Entrance to the Midwest Foodservice Expo during exhibit hours, as well as during the move-in and move-out periods 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 show management (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 Monday, March 9 at 9:00 a.m., 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 Midwest Foodservice 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 Midwest Foodservice Expo and Wisconsin Center. The Wisconsin Restaurant Association 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.
ADA
The Wisconsin Center and Wisconsin Restaurant Association fully comply with the Americans with Disabilities Act of 1990.

GRATUITY POLICY
Wisconsin 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 Wisconsin Center.

SECURITY
The Wisconsin 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.

Exhibitors who plan to do any sort of cooking in their booth must equip the booth with a portable ABC rated fire extinguisher. See bottom of “Sanitation/Cooking Guidelines” page in this section for more details on all necessary requirements.

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 Wisconsin Center Electrical Service Department. All equipment and material furnished shall remain the property of the Wisconsin Center and shall be removed only by the Wisconsin 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 Wisconsin Center electricians provided advance notice is approved by the Events Services manager. The Wisconsin 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, latent, 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 connectors, surge protectors, and extension cords provided that they are grounded and meet all safety regulation. However, all power sources must be supplied by the Wisconsin Center.

The Wisconsin Center reserves the right to refuse any connection on equipment that is deemed unsafe by a Wisconsin Center District electrical supervisor. Find electrical service order forms in the “Utilities, Sign Hanging, AV & Lead Retrieval” section.
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.
SAMPLING AUTHORIZATION REQUEST FORM

Policy for Food and Beverage Distribution
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 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:
   - 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.
   - 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 alcohol.

3. If your company Manufactures, Processes or Distributes Alcoholic Beverages and this product is related to the purpose of the show then you are able to serve SAMPLE SIZES and it must be dispensed and distributed in accordance to Local and State Health Codes:
   - A charge of $200.00 per day, per distribution location will be paid to Levy in full prior to show/event. This fee is non-negotiable and non-refundable. NOTE: This does not apply to Midwest Foodservice Expo exhibitors who are exhibiting in the Liquid Lounge or Something Special from Wisconsin pavilions.
   - Products must be legally procured, properly registered and tax paid.
   - There is no purchase requirement with the tasting of samples.
   - There is no cooperative advertising associated with the event.
   - Wine and spirits manufacturers or their agents must be registered pursuant to the state of Wisconsin regulations.
   - 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 alcohol.
   - Sample portions must be under the following limits for both a non-food show and a food show:
     - Beer 7 oz.
     - Wine / wine coolers / spirit coolers 2 oz.
     - Liquor / liqueurs 0.5 oz.
     - Note: Alcohol cannot be served before, or after event hours.
     - All alcohol must be served in plastic, disposable cups. No cans or bottles will be permitted.
   - Distribution of alcoholic products must be monitored & overseen by a staff bartender from Levy in compliance with Wisconsin Liquor Laws. Guests must be 21 years of age to participate in the sampling with a picture I.D. Bartender fees apply with 4 hour minimums for any sampling events (these fees do not apply to Midwest Foodservice Expo exhibitors who are exhibiting in the Liquid Lounge or Something Special from Wisconsin pavilions).

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:

- $150.00 per Day/Pallet for Refrigerated, Freezer, and Dry Storage.
- Designated Attendant required for booths that request storage - $150.00 for four hours, $50.00 for each additional hour. Attendant to deliver product when requested.
- $50.00 one-time Handling Fee for 1-4 Skids and $250.00 Handling Fee for 5 or more Skids
- $50.00 Delivery Charge each time Product is delivered (on a 2’x4’ cart) to the Booth/Room.
- $250.00 per Hour for Kitchen Space. Kitchen Space is reserved on a first come, first serve basis with advance approval.
- Additional charge for Rental of Equipment, subject to availability.

* Exhibitors at the Midwest Foodservice Expo may store refrigerated and freezer items in the trailers provided by show management at no charge.

Any Food and/or Beverage products brought from the outside are not the responsibility of Levy Convention Centers or the Wisconsin Center District.

Company Requesting Sampling Permission Information
Midwest Foodservice Expo exhibitors - Fill out and submit this form only if you will be sampling alcoholic beverages and you are not an exhibitor in the Liquid Lounge or Something Special from Wisconsin pavilion.

Show Name

Date of Show Sampling Dates

Company Name and Booth Number and Hall Name

Contact Name          Telephone
Address               City           Zip
Email

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

Approved by:          Date:

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 alcoholic beverages).

IMPORTANT:
- Certificate of Insurance and completed Sampling Authorization Form must be sent back to your Show Manager and Levy (levycatering@wcd.org) 14 business days prior to start of the show. Exhibitors not in compliance will be asked to remove item(s) from the facility immediately.
The state of Wisconsin and the Wisconsin Restaurant Association are national leaders in food safety. We were a driving force in requiring Food Protection Manager 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 Expo 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 41ºF or below.
- All hot foods maintained and served at 135ºF or above.
- All hot foods to be cooled and reheated for the next day must be cooled to 41ºF within 4 hours. An alternate method would be to cool the food to 70ºF within 2 hours, then to 41ºF within 4 hours.
- All leftover hot foods must be reheated to 165ºF for 15 seconds and then can be held at 135ºF.
- 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 fever or sore throat with fever. If a booth worker is experiencing a sudden onset of vomiting and/or diarrhea, jaundice 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 Vice President of the Wisconsin Restaurant Association 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.

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**PLANNING TO COOK IN YOUR BOOTH? READ BELOW**

No open flame cooking is allowed unless a gas stove is used where the flame is contained. Electrical appliances, sterno's and hot plates are preferred and should be placed on a noncombustible surface. Any exhibiting companies using open flame devices for cooking must have a portable ABC rated fire extinguisher in their booth. Fire extinguishers must be fully charged and in operable condition.

Solid fuel or deep fat fryer cooking equipment using solid fuels, vegetable or animal oils and fats MUST be protected by a Class K wet chemical rated portable fire extinguisher inside the exhibitor’s booth/area. Wisconsin Center District must approve the use of any fryer use in the exhibit hall.

When cooking with propane, the maximum tank allowable is five pounds and the tank must be secured in an upright position. All reserve tanks must be secured and kept outside of the exhibit hall.

Wisconsin Center District must approve the use of butane in the exhibit hall.

Gas is only available in the exhibit hall via the hall’s support columns. If gas is required, it is highly preferable that the booth be located adjacent to a column. Refer to the Wisconsin Center’s Mechanical Services Request Form in the “Utilities, Sign Hanging, AV & Lead Retrieval” section in this manual to view pricing of gas connections.

No portable cooking equipment using charcoal or wood can be used inside the exhibit hall.

Cooking equipment must be installed at a minimum distance of 4 feet (1.2 m) from visitors and 2 feet from all combustible materials or other cooking devices.

For questions concerning this regulation, please contact Kelly Delo at the Wisconsin Center District (Wisconsin Center) at kdelo@wcd.org or 414-908-6053.
INSURANCE

Each exhibitor is required to provide show management (Wisconsin Restaurant Association) with a certificate of insurance which verifies that the exhibitor is currently covered for loss or damage to property, liability, and personal injury. Recommended minimum liability coverage is $1,000,000 combined single limit. The Wisconsin Restaurant Association must be listed as an additional named insured. Absolutely no setup will be allowed until a certificate is on file with WRA. All insurance certificates should be submitted no later than February 7, 2020. Certificates should be sent to Debbie Taber at dtaber@wirestaurant.org or fax to 608.270.9960 or send via USPS/mail to Wisconsin Restaurant Association, 2801 Fish Hatchery Road, Madison WI 53713.

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 named insureds. It is recommended that you submit EAC insurance certificates with the EAC Work Authorization form found in the “Freight & Labor” section in this manual.

Contact your insurance company and/or broker for compliance assistance. For your convenience, you are able to purchase liability insurance for $84.00. Click here for details.

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

Security is provided to control persons entering and leaving the convention center. Security personnel will be on duty 24 hours/day during the move-in, throughout the three exhibiting days, and during the entire move-out period. 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 (phones, 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

Non-exhibiting suppliers are allowed to attend the Expo, provided they pay the full admission price.

A “No Suitcasing” policy will be in effect. Suitcasing refers to individuals who visit tradeshows as attendees, but “work the aisles” from their suitcase (or briefcase), soliciting business from other attendees. Any attendee who is observed to be soliciting business in the aisles or other public spaces will be asked to leave. Contact show management immediately if you see someone violating this policy. Please report any suspicious activity to staff in the Information Booth.