



WISCONSIN FOOD & HOSPITALITY EXPO  
EXHIBITOR INFORMATION  
Wisconsin State Fair Park  
Expo Center, Lobby A and Hall A  
8200 W Greenfield Ave, West Allis, WI 53214  
March 12, 2025

### **BOOTH EQUIPMENT**

Each 10'x10' booth will be set with 8' high back drape, 3' high side rail drape, (1) 2x8'x30"H skirted table, (1) padded chair, (1) 7x44" booth identification sign and (1) wastebasket.  
*NO substitutions.*

The facility is not carpeted.

### **ONLINE ORDERING**

After receiving exhibitor details from show management, we'll input them into our online system. You'll then receive an email containing your username and a temporary password to access the show information. From there, you can place your orders for your booth. For any questions, click the Red button on our webpage, or call us at 262-670-1300.

### **DISCOUNT PRICE DEADLINE DATE**

To take advantage of Wisconsin Expo's advance order discount rates, place your orders by February 14, 2025.

### **SHOW SCHEDULE**

#### **Exhibitor Move-In**

Tuesday	March 11, 2025	3:00pm – 6:00pm
Wednesday	March 12, 2025	7:00am – 8:45am

#### **Exhibit Hours**

Wednesday	March 12, 2025	9:00am – 3:00pm
-----------	----------------	-----------------

#### **Exhibitor Move-Out**

Wednesday	March 12, 2025	3:00pm – 6:00pm
-----------	----------------	-----------------

### **DISMANTLE AND MOVE-OUT INFORMATION**

All exhibit materials must be removed from the exhibit hall by March 12, 2025 at 6:00pm. If you need any assistance with any freight, please see one of our associates.



**Wisconsin Expo, Inc.**

N113 W18750 Carnegie Drive  
Germantown, WI 53022  
262.670.1300 | orders@wi-expo.com

**INCLUDE THIS WISCONSIN EXPO  
PAYMENT AUTHORIZATION FORM  
WITH YOUR ORDER**

**PAYMENT AUTHORIZATION FORM**

Please fill out the Credit Card information below or you may send a check made out to Wisconsin Expo, Inc. Mail the check to our Germantown, WI address above.

Thank you for your business-we appreciate it very much!

**Email: orders@wi-expo.com**

**SHOW NAME: Wisconsin Food & Hospitality Expo**

**SHOW DATE(S): March 12, 2025**

Company Name \_\_\_\_\_ Booth # \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

American Express       MasterCard       Visa

Card Number: \_\_\_\_\_ Expiration Date \_\_\_\_\_ / \_\_\_\_\_

**3 Digit Security Code (MasterCard/Visa)** \_\_\_\_\_ Back of Card

**4 Digit Security Code (American Express)** \_\_\_\_\_ Front of Card

Billing Address for Credit Card **(if different from above)**

\_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Print Cardholders Name \_\_\_\_\_

Cardholders Signature \_\_\_\_\_






# Wisconsin Expo, Inc.

N113 W18750 Carnegie Drive  
Germantown, WI 53022  
262.670.1300 | orders@wi-expo.com

## TABLES/LINENS

### ORDER FORM

**TO RECEIVE ADVANCE PRICING  
SUBMIT ORDER AND PAYMENT  
FORMS BY FEBRUARY 14, 2025.**

QTY	DESCRIPTION	ADVANCE RATE	STANDARD RATE	TOTAL		
<b>Unskirted Table (all tables are 24" wide)</b>						
	Unskirted Table 4'L x 30"H	\$ 69.30	\$ 86.63			
	Unskirted Table 6'L x 30"H	\$ 80.85	\$ 98.18			
	Unskirted Table 8'L x 30"H	\$ 92.40	\$109.73			
	Unskirted Counter 4'L x 42"H	\$ 80.85	\$ 98.18			
	Unskirted Counter 6'L x 42"H	\$ 92.40	\$109.73			
	Unskirted Counter 8'L x 42"H	\$103.95	\$121.28			
<b>Skirted Table (all tables are 24" wide)</b>						
	Skirted Table 4'L x 30"H	\$114.35	\$149.00			
	Skirted Table 6'L x 30"H	\$131.67	\$166.32			
	Skirted Table 8'L x 30"H	\$154.77	\$190.58			
	30" skirting only (4 <sup>th</sup> side)	\$ 51.98	\$ 69.30			
	Skirted Counter 4'L x 42"H	\$125.90	\$160.55			
	Skirted Counter 6'L x 42"H	\$143.22	\$179.03			
	Skirted Counter 8'L x 42"H	\$166.32	\$202.13			
	40" skirting only (4 <sup>th</sup> side)	\$ 57.75	\$ 75.08			
<input type="checkbox"/> BLUE <input type="checkbox"/> BURGUNDY <input type="checkbox"/> GOLD <input type="checkbox"/> GREEN <input type="checkbox"/> RED <input type="checkbox"/> SILVER <input type="checkbox"/> WHITE						
<b>Pedestal Tables – Linen not included with tables</b>						
	Round Pedestal Table 30"W x 30"H	\$ 93.50	\$115.50		90" <b>All pedestal tables need a table cover</b>	
	Round Pedestal Table 30"W x 40"H	\$ 93.50	\$115.50			108"
<b>Linens</b>						
	90" Round Linen	\$ 45.05	\$ 56.60			
	108" Round Linen	\$ 56.60	\$ 68.15			
Select linen color: <input type="checkbox"/> BLACK <input type="checkbox"/> WHITE						
	Processing fee for Orders Mailed/Emailed	\$25.00	\$25.00			
	Third Party Processing Fee	\$25.00	\$25.00			
	EAC Processing Fee	\$45.00	\$45.00			
<b>Subtotal = \$</b>		<b>Sales Tax 5.9%</b>		<b>Total = \$</b>		

**NAME OF EVENT:** Wisconsin Food & Hospitality Expo

**COMPANY NAME:** \_\_\_\_\_ **BOOTH #** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**ORDERED BY:** \_\_\_\_\_ **SIGNATURE:** \_\_\_\_\_ **DATE** \_\_\_\_\_



# Wisconsin Expo, Inc.

N113 W18750 Carnegie Drive  
Germantown, WI 53022  
262.670.1300 | orders@wi-expo.com

## CHAIRS/ACCESSORIES & CARPET ORDER FORM

**TO RECEIVE ADVANCE PRICING  
SUBMIT ORDER AND PAYMENT  
FORMS BY FEBRUARY 14, 2025.**

QTY	DESCRIPTION	ADVANCE RATE	STANDARD RATE	TOTAL	
<b>Chairs &amp; Seating</b>					
_____	Padded Stool with back	\$ 75.08	\$ 98.18	_____	
_____	Black Padded Side Chair	\$ 57.75	\$ 80.85	_____	
_____	Gray Padded Armchair	\$ 57.75	\$ 80.85	_____	
_____	Executive Chair	\$ 91.25	\$114.35	_____	
<b>Accessories</b>					
_____	Chrome Sign Holder (22" x 28")	\$ 57.75	\$ 80.85	_____	
_____	Chrome Floor Standing Easel	\$ 34.65	\$ 46.20	_____	
_____	Floor Standing Literature Rack	\$103.95	\$127.05	_____	
_____	Bag Stand	\$ 86.63	\$109.73	_____	
_____	Chrome Stanchions with Rope	\$ 51.98	\$ 75.08	_____	
_____	Black Retractable Belt Stanchions	\$ 51.98	\$ 75.08	_____	
_____	Wastebasket	\$ 17.33	\$ 23.10	_____	
<b>Drape</b>					
_____	Ft. of 3' high drape, incl hardware	\$9.24/ft	\$12.71/ft	_____	
_____	Ft. of 8' high drape, incl hardware	\$13.86/ft	\$18.48/ft	_____	
Select Drape Color: <input type="checkbox"/> Black <input type="checkbox"/> Blue <input type="checkbox"/> Burgundy					
<input type="checkbox"/> Gray <input type="checkbox"/> RED					
<b>Standard Carpet, Padding and Plastic Covering</b>					
_____	10' x 10' Standard Carpet	\$173.25	\$219.45	_____	<b>Booths 399 sq. ft. and Over Must Order Custom Cut Carpet</b>
_____	10' x 20' Standard Carpet	\$346.50	\$438.90	_____	
_____	10' x 30' Standard Carpet	\$519.75	\$658.35	_____	
_____	Custom Cut Carpet (per sq. ft.) Booth size ____x ____ = ____sq.ft	\$ 4.74	\$ 6.06	_____	
Select Carpet color: <input type="checkbox"/> Black <input type="checkbox"/> Blue <input type="checkbox"/> Burgundy <input type="checkbox"/> Gray <input type="checkbox"/> Red					
_____	10' x 10' Carpet Padding	\$127.05	\$173.25	_____	<b>Custom Plush Carpet is available At \$6.25 per sq. ft.</b>
_____	10' x 20' Carpet Padding	\$254.10	\$346.50	_____	
_____	10' x 30' Carpet Padding	\$381.15	\$519.75	_____	
_____	Custom Cut Padding (per sq. ft.) Booth size ____x ____ = ____sq.ft	\$ 2.13	\$ 2.49	_____	
<b>Contact us for color options. Plush carpet must be ordered by Feb 28, 2025.</b>					
_____	Visqueen (plastic) (per sq. ft.) Booth size ____x ____ = ____sq.ft.	\$0.87	\$1.28	_____	

<b>Subtotal = \$</b>	<b>Sales Tax 5.9%</b>	<b>Total = \$</b>
----------------------	-----------------------	-------------------

**NAME OF EVENT:** Wisconsin Food & Hospitality Expo

**COMPANY NAME:** \_\_\_\_\_ **BOOTH #** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **CITY** \_\_\_\_\_ **STATE** \_\_\_\_\_ **ZIP** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**ORDERED BY:** \_\_\_\_\_ **SIGNATURE:** \_\_\_\_\_ **DATE** \_\_\_\_\_



**Wisconsin Expo, Inc.**  
 N113 W18750 Carnegie Drive  
 Germantown, WI 53022  
 262.670.1300 | orders@wi-expo.com

**TELEVISIONS AND STANDS  
 ORDER FORM**

**TO RECEIVE ADVANCE PRICING,  
 SUBMIT ORDER AND PAYMENT  
 FORMS BY FEBRUARY 14, 2025.**

Quantity	Description	Advanced Rate	Standard Rate	Total Cost
	70" Monitor w/ floor stand	\$1097.25	\$ 1,328.25	
	60" Monitor w/ floor stand	\$ 866.25	\$ 1126.13	
	50" Monitor w/ floor stand	\$ 693.00	\$ 900.90	
	40" Monitor	\$ 519.75	\$ 675.68	
	32" Monitor	\$ 225.23	\$ 288.75	
	TV Floor Stand	\$ 144.37	\$ 179.03	
	DVD Player	\$ 46.20	\$ 60.06	
	Blu Ray Player	\$ 69.30	\$ 90.09	
	Technician Labor Rate per hour (4 hour minimum)	\$ 154.00	\$ 187.00	

**Subtotal** \$ \_\_\_\_\_  
**Sales Tax**  
**5.9%** \$ \_\_\_\_\_  
  
**Total** \$ \_\_\_\_\_

**NAME OF EVENT:** **Wisconsin Food & Hospitality Expo**

---

**COMPANY NAME:** \_\_\_\_\_ **BOOTH #:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**ORDERED BY:** \_\_\_\_\_ **SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**Send form & payment to:** **Wisconsin Expo, Inc.**  
 N113 W18750 Carnegie Drive | Germantown, WI 53022  
 Phone: 262.670.1300 | Email: [orders@wi-expo.com](mailto:orders@wi-expo.com)



# Wisconsin Expo, Inc.

N113 W18750 Carnegie Drive  
Germantown, WI 53022  
262.670.1300 | orders@wi-expo.com

## CUSTOM DISPLAYS ORDER FORM

**TO RECEIVE ADVANCE PRICING,  
SUBMIT ORDER AND PAYMENT  
FORMS BY FEBRUARY 14, 2025.**

	<b>5M Seamless Wall</b>			<b>20' Display</b>	
	* Enhanced Package Depicted (1) 50" TV included			* Enhanced Package Depicted Carpet included—select color below	
	Advanced Rate	Standard Rate		Advanced Rate	Standard Rate
<input type="checkbox"/> 5M Seamless Wall Enhanced Package	\$ 1,732.50	<b>\$ 2,310.00</b>	<input type="checkbox"/> 20' Display Enhanced Package	\$ 7816.47	<b>\$ 10550.93</b>
	<b>10' Display</b>			<b>10' Curved Display</b>	
	* Enhanced Package Depicted Carpet included—select color below			* Enhanced Package Depicted Carpet included—select color below	
	Advanced Rate	Standard Rate		Advanced Rate	Standard Rate
<input type="checkbox"/> 10' Display Enhanced Package	\$ 2650.73	<b>\$ 4599.79</b>	<input type="checkbox"/> 10' Display Enhanced Package	\$ 4071.38	<b>\$ 5497.80</b>
<input type="checkbox"/> 10' Display Standard Package	\$ 2027.03	<b>\$ 2,737.35</b>	<input type="checkbox"/> 10' Display Standard Package	\$ 2,448.60	<b>\$ 3,306.19</b>
	<b>Linear Island Booth Package</b>			<b>Quad Booth Package</b>	
	* Enhanced Package Depicted Carpet included—select color below			* Enhanced Package Depicted Carpet included—select color below	
	Advanced Rate	Standard Rate		Advanced Rate	Standard Rate
<input type="checkbox"/> 10' Linear Island Booth Enhanced Package	\$ 7,816.47	<b>\$ 10550.93</b>	<input type="checkbox"/> 20' x 20' Display Enhanced Package	\$ 12,703.85	<b>\$ 16,168.85</b>
<input type="checkbox"/> 10' Linear Island Booth Standard Package	\$ 5,451.60	<b>\$ 7,360.24</b>	<input type="checkbox"/> 20' x 20' Display Standard Package	\$ 9,238.85	<b>\$ 12,010.85</b>
<b>Select Standard Booth Panels Color</b>			<b>Select Carpet Colors</b>		
<input type="checkbox"/> Black <input type="checkbox"/> White			<input type="checkbox"/> Black <input type="checkbox"/> Blue <input type="checkbox"/> Burgundy <input type="checkbox"/> Grey <input type="checkbox"/> Red		
<b>Standard Booth Graphics</b>			<b>Enhanced Booth Graphics</b>		
Your company name will be printed in block lettering on the white header sign. Please indicate your header sign copy here:  _____			Please provide your booth graphics in one of the following formats: <input type="checkbox"/> Vector Graphics Provide in EPS or AI, (Illustrator) <input type="checkbox"/> Raster Graphics Provide at a minimum of 300 dpi		

These are just a few examples. Please visit [www.wisconsinexpo.com](http://www.wisconsinexpo.com) for additional options. Click Services, Graphics Department, Custom Displays.  
Email [graphics@wi-expo.com](mailto:graphics@wi-expo.com) to start planning the best display to market your brand!

**Subtotal**    \$ \_\_\_\_\_  
**Sales Tax 5.9%**    \$ \_\_\_\_\_  
**Total**    \$ \_\_\_\_\_

**NAME OF EVENT:** \_\_\_\_\_

**COMPANY NAME:** \_\_\_\_\_ **BOOTH #:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**ORDERED BY:** \_\_\_\_\_ **SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

Send form & payment to: Wisconsin Expo, Inc.  
N113 W18750 Carnegie Drive | Germantown, WI 53022  
Phone: 262.670.1300 | Email: orders@wi-expo.com



**Wisconsin Expo, Inc.**  
 N113 W18750 Carnegie Drive  
 Germantown, WI 53022  
 262.670.1300 | orders@wi-expo.com

## CUSTOM DISPLAYS ORDER FORM

**TO RECEIVE ADVANCE PRICING,  
SUBMIT ORDER AND PAYMENT  
FORMS BY FEBRUARY 14, 2025.**

Counters				Accessories			
	Quantity / Description ___ 1M x ½ M x 30" high ___ 1M x ½ M x 42" high ___ 2M x ½ M x 30" high ___ 2M x ½ M x 42" high ___ Add lock to doors	Advanced Rate \$ 161.70 \$ 225.23 \$ 288.75 \$ 346.50 \$ 57.75	Standard Rate \$ 210.21 \$ 291.06 \$ 404.25 \$ 485.10 \$ 86.63		Qty. Description ___ 1M Straight Shelf ___ 1M Angled Shelf ___ Pamphlet pocket (5"x9") ___ Letter pocket (9"x9") ___ Brochure pocket (9"x11")	Advanced Rate \$ 80.85 \$ 80.85 \$ 69.30 \$ 69.30 \$ 69.30	Standard Rate \$113.19 \$113.19 \$ 97.02 \$ 97.02 \$ 97.02
Self-Standing Displays				Offices/Storage Closets			
	Quantity / Description ___ 8' x1M Freestanding panel ___ 8' x 1M Freestanding panel w/ flower box *Graphics Included* ___ One sided Gondolas ___ Two sided Gondolas	Advanced Rate \$ 207.90 \$ 635.25 \$ 554.40 \$ 646.80	Standard Rate \$ 270.27 \$ 773.85 \$ 776.16 \$ 905.50		Room dimensions are limited to 1M and 2M increments. All rooms come standard in your choice of white or black hard wall or black or grey Velcro. If you desire additional colors, or Plexiglass, you may upgrade as indicated below. All door units are 1M wide. All rooms are rented on a per meter basis.  Please contact us for additional customization and pricing.		
Kiosks & Towers				Indicate Size and Color of Room			
	Quantity / Description ___ 8' Square Kiosks ___ Wire-wall Kiosks ___ 12' Square Towers	Advanced Rate \$ 854.70 \$ 886.60 \$1,108.80	Standard Rate \$ 1104.18 \$ 1241.24 \$ 1,552.32				
Shelving Units & Pedestals				Custom Exhibit Services			
	Quantity / Description ___ Shelf Cabinet Unit w/43" cabinet ___ 2 Mx1M Planter Box ___ 2 Mx30"h Pedestals ___ 2 Mx42"h Pedestals	Advanced Rate \$ 1,386.00 \$ 103.95 \$ 357.50 \$ 429.00	Standard Rate \$ 2005.08 \$ 145.53 \$ 500.50 \$ 600.60	<p style="text-align: center;"><b>*Camera ready artwork is required by advanced deadline date*</b></p> <p style="text-align: center;"><b>*Design work is available through Wisconsin Expo, Inc at \$95/hour*</b></p> Our design staff is standing by to take your exhibit to the next level. We provide one of the highest levels of client interaction and creative problem solving. We can create a design for you based upon your ideas, whether those ideas are from a photograph or drawn on CAD.			
Logos and other graphics can be applied to the walls of Rooms, Meter Panels, or other Accessory items, at competitive prices. We offer full color digital printing and laminating of your artwork, or if you prefer, we can create custom graphics specifically designed to suit your needs.							

These are just a few examples. Please visit [www.wisconsinexpo.com](http://www.wisconsinexpo.com) for additional options. Click Services, Graphics Department, Custom Displays. Email [graphics@wi-expo.com](mailto:graphics@wi-expo.com) to start planning the best display to market your brand!

**CANCELLATION:** No refunds on orders cancelled after the deadline.  
**LATE REQUEST:** Requests after deadline will be filled as available at the standard rate.

**Subtotal** \$ \_\_\_\_\_  
**Sales Tax 5.9%** \$ \_\_\_\_\_  
**Total** \$ \_\_\_\_\_

**NAME OF EVENT:** **Wisconsin Food & Hospitality Expo**

**COMPANY NAME:** \_\_\_\_\_ **BOOTH #:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**ORDERED BY:** \_\_\_\_\_ **SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**Send form & payment to:** **Wisconsin Expo, Inc.**  
 N113 W18750 Carnegie Drive | Germantown, WI 53022  
 Phone: 262.670.1300 | Email: orders@wi-expo.com



**Wisconsin Expo, Inc.**  
 N113 W18750 Carnegie Drive  
 Germantown, WI 53022  
 262.670.1300 | orders@wi-expo.com

## CUSTOM GRAPHICS ORDER FORM

**TO RECEIVE ADVANCE PRICING,  
SUBMIT ORDER AND PAYMENT  
FORMS BY FEBRUARY 14, 2025.**

Qty	Size	Rate	Total
	7" x 11"	\$ 54.45	
	7" x 44"	\$ 66.55	
	11" x 14"	\$ 72.60	
	14" x 22"	\$ 96.80	
	22" x 28"	\$ 133.10	
	28" x 44"	\$ 175.45	
	40" x 60"	\$ 422.29	
	Colored Backgrounds	Add 20%	

**Select your Background color:**     Black     Blue     Green     Red     Yellow     White

**Select your Vinyl color:**         Black     Blue     Green     Red     Yellow     White

Qty	Description	Rate	Total
	Grommets	\$ 4.79	
	Logos	Quote upon request	
	Easel Backs	\$ 13.92	

Qty	Description	Rate	Total
	2' x 4' Banner	\$ 175.45	
	2' x 6' Banner	\$ 223.85	
	2' x 8' Banner	\$ 302.50	

Please visit [www.wisconsinexpo.com](http://www.wisconsinexpo.com) for additional options.  
 Click Services, Graphics Department, to see what types of graphics we can do in-house  
 to make your display the envy of the show! Email [graphics@wi-expo.com](mailto:graphics@wi-expo.com).

**Subtotal**    \$ \_\_\_\_\_

**Sales Tax 5.9%**    \$ \_\_\_\_\_

**Total**    \$ \_\_\_\_\_

**Please select your sign layout:**     Vertical    or     Horizontal

**Please print or type your sign copy on a separate sheet of paper.**

**NAME OF EVENT:** Wisconsin Food & Hospitality Expo

---

**COMPANY NAME:** **BOOTH #:**

---

**ADDRESS:** **CITY:** **STATE:** **ZIP:**

---

**PHONE:** **FAX:** **EMAIL:**

---

**ORDERED BY:** **SIGNATURE:** **DATE:**

---

Send form & payment to: **Wisconsin Expo, Inc.**  
 N113 W18750 Carnegie Drive | Germantown, WI 53022  
 Phone: 262.670.1300 | Email: orders@wi-expo.com





**Wisconsin Expo, Inc.**  
 N113 W18750 Carnegie Drive  
 Germantown, WI 53022  
 262.670.1300 | orders@wi-expo.com

## LABOR FOR INSTALLATION AND/OR DISMANTLE OF YOUR BOOTH

**TO RECEIVE ADVANCE PRICING,  
 SUBMIT ORDER AND PAYMENT  
 FORMS BY FEBRUARY 14, 2025.**

- Start time only guaranteed at the start of the working day.
- Rates are per person per hour with a one hour minimum per person – thereafter charged in ½ hour increments.
- Representative must check in at the service desk to pick up labor and must return to the service desk upon completion of work.
- Labor must be cancelled 24 hours in advance of start date/time to avoid a cancellation fee of one hour per worker scheduled.

**Straight Time:** Between 8:00 AM - 4:30 PM Weekdays  
**Over Time:** Before 8:00 AM, after 4:30 PM Weekdays, All day Saturday  
**Double Time:** All day Sunday, All Holidays

**Exhibitor Supervised Labor:** Requires an on-site representative to supervise the installation and/or dismantle of your booth.  
**Wisconsin Expo, Inc. Supervised Labor:** Install/dismantle of your booth will be completed at our discretion prior to show opening/closing. Please include setup plans, photos, special instructions, and what is being shipped.

Labor	Advanced Rate	Standard Rate
Exhibitor Supervised Labor ST (per person per hour)	\$ 104.50	\$ 137.50
Wisconsin Expo, Inc. Supervised Labor ST (per person per hour)	\$ 154.00	\$ 187.00
Exhibitor Supervised Labor OT (per person per hour)	\$ 156.75	\$ 206.75
Wisconsin Expo, Inc. Supervised Labor OT (per person per hour)	\$ 231.00	\$ 280.50
Exhibitor Supervised Labor DT (per person per hour)	\$ 209.00	\$ 275.00
Wisconsin Expo, Inc. Supervised labor DT (per person per hour)	\$ 308.00	\$ 374.00

**LABOR CALCULATION FOR INSTALLATION AND/OR DISMANTLE OF YOUR BOOTH:**

Date	Start Time	Qty People	Approx. Hrs. Per Person	Total Hours	Hourly Rate	Estimated Total Cost
_____	_____	_____	_____	_____	x	=\$
_____	_____	_____	_____	_____	x	=\$
_____	_____	_____	_____	_____		=\$

- When scheduling Dismantle labor be sure to allow adequate time for empty containers to be returned to your booth prior to scheduling your labor start time.

Date	Start Time	Qty People	Approx. Hrs. Per Person	Total Hours	Hourly Rate	Estimated Total Cost
_____	_____	_____	_____	_____	x	=\$
_____	_____	_____	_____	_____	x	=\$
_____	_____	_____	_____	_____		=\$

**NAME OF EVENT:** Wisconsin Food & Hospitality Expo

**COMPANY NAME:** \_\_\_\_\_ **BOOTH #:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**ORDERED BY:** \_\_\_\_\_ **SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

Send form & payment to: **Wisconsin Expo, Inc.**  
 N113 W18750 Carnegie Drive | Germantown, WI 53022  
 Phone: 262.670.1300 | Email: orders@wi-expo.com



**Wisconsin Expo, Inc.**  
 N113 W18750 Carnegie Drive  
 Germantown, WI 53022  
 262.670.1300 | orders@wi-expo.com

## ADVANCE TO WAREHOUSE FACILITY FREIGHT ORDER FORM

**TO RECEIVE ADVANCE PRICING,  
 SUBMIT ORDER AND PAYMENT  
 FORMS BY FEBRUARY 14, 2025.**

**This option allows you the flexibility to ship your materials, crates, cases, cartons, or skids well in advance of the event move-in dates. Your freight will be in your booth prior to general exhibitor move-in if payment has been received.**

ADVANCE WAREHOUSE FREIGHT ADDRESS	ADVANCE WAREHOUSE FREIGHT DEADLINES	
<b>*Label each piece of your shipment(s) as follows:</b> <b>TO: EXHIBITING COMPANY NAME &amp; BOOTH #</b> <b>c/o Wisconsin Expo, Inc.</b> <b>N113 W18750 Carnegie Drive</b> <b>Germantown, WI 53022</b> <b>WI FOOD &amp; HOSPITALITY</b>	FIRST ADVANCE FREIGHT DATE	<b>February 10, 2025</b>
	LAST ADVANCE FREIGHT DATE	<b>March 7, 2025</b>
	RECEIVING DOCK HOURS	<b>MONDAY – FRIDAY</b> <b>8:00 AM - 3:30 PM</b>

**SHIPPING INFORMATION**

1. All shipments must be sent prepaid. Collect shipments will be refused. Certified weight tickets are required for unloading.
2. No shipments will be received on weekends or holidays. Freight will be stored at the warehouse until **the day of the event**.
3. Please be advised that any shipments sent to the advanced warehouse after the deadline may be refused and redirected to the direct shipping address (carriers such as UPS/Fed-Ex and van lines may not redirect shipments).
4. An additional \$150 fee will be assessed to shipments received after the published dates and times listed.
5. Shipments received without receipts, freight bills or specified unit counts on the receipts or freight bills, such as UPS or van lines, will be delivered to the exhibitor's booth without guarantee of piece count or condition. Wisconsin Expo, Inc. will assume no liability for such shipments. Consignment or delivery of a shipment to Wisconsin Expo, Inc., or its subcontractors by an Exhibitor or Shipper on behalf of the Exhibitor will be construed as an acceptance by the Exhibitor of the freight terms, conditions and rates listed.

CHOICE	DESCRIPTION	RATE / 100 LBS	RATE FOR 200 LB MIN
A	Cartons, Packages, Crated/Skidded shipments using common carrier: YRC, ABF, UPS, FedEx, Van Lines etc.	<b>\$ 108.90</b>	<b>\$ 217.80</b>
B	Small Package - <b>NOT EXCEEDING 30 LBS PER SHIPMENT:</b> (Shipment totaling any number of pieces received on the same day, from the same shipper & delivered by the same carrier)	<b>\$ 70.95 first carton</b>	<b>Each additional carton = \$ 23.70</b>

Calculation:	Category	Qty of Pieces	Weight 200 lb Min Cat A	Rate / 100 lbs	Total Cost
Shipment 1	_____	_____	_____ lbs	x _____	=\$ _____
Shipment 2	_____	_____	_____ lbs	x _____	=\$ _____
<b>Total Due</b>					<b>=\$</b>

**\*\*CWT stands for "per hundred weight".** There is a 200-pound (lb) minimum for handling freight, regardless of how many pieces are in the shipment. Ex: If you ship freight weighing 98 lbs, you will be charged \$217.80 (\$108.90 x 2 cwt). If you ship 475 lbs, you will be charged \$544.50 (\$108.90 x 5 cwt). Always round your weight to the next 100 lbs. If you ship freight with a total weight less than 30 lbs, you qualify for the "Small Package" rate as long as all your package's total less than 30 lbs, are received on the same day from the same shipper and delivered by the same carrier. Example: We receive 5 boxes (2 lbs each) totaling 10 lbs-you will be charged \$165.75 (\$70.95 for the 1<sup>st</sup> pkg and \$23.70 for each additional pkg). OT Rate = freight received after 3:30pm, DT Rate = freight received on the weekend.

**NAME OF EVENT:** **Wisconsin Food & Hospitality Expo**

---

**COMPANY NAME:** \_\_\_\_\_ **BOOTH #:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**ORDERED BY:** \_\_\_\_\_ **SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

Send form & payment to:  
**Wisconsin Expo, Inc.**  
**N113 W18750 Carnegie Drive | Germantown, WI 53022**  
**Phone: 262.670.1300 | Email: orders@wi-expo.com**



# ADVANCE WAREHOUSE



# ADVANCE WAREHOUSE

**Deadline Date: March 7, 2025**

**Deadline Date: March 7, 2025**

EXHIBITOR: \_\_\_\_\_

EXHIBITOR: \_\_\_\_\_

Booth # \_\_\_\_\_

Booth # \_\_\_\_\_

**Wisconsin Expo, Inc.  
N113W18750 Carnegie Drive  
Germantown, WI 53022**

**Wisconsin Expo, Inc.  
N113W18750 Carnegie Drive  
Germantown, WI 53022**

**WI Food & Hospitality Expo**

**WI Food & Hospitality Expo**

NUMBER \_\_\_\_\_ OF \_\_\_\_\_ PIECES

NUMBER \_\_\_\_\_ OF \_\_\_\_\_ PIECES

CARRIER: \_\_\_\_\_

CARRIER: \_\_\_\_\_



**Wisconsin Expo, Inc.**  
 N113 W18750 Carnegie Drive  
 Germantown, WI 53022  
 262.670.1300 | orders@wi-expo.com

## DIRECT TO SHOW FREIGHT ORDER FORM

**TO RECEIVE ADVANCE PRICING,  
SUBMIT ORDER AND PAYMENT  
FORMS BY FEBRUARY 14, 2025.**

DIRECT TO SHOW FREIGHT ADDRESS	DIRECT TO SHOW FREIGHT DEADLINE	
<b>*Label each piece of your shipment(s) as follows:</b> <b>TO: YOUR COMPANY NAME</b> <b>WI State Fair Park</b> <b>8200 W Greenfield Ave</b> <b>West Allis, WI 53214</b> <b>WI Food and Hospitality Expo</b>	FIRST DIRECT TO SHOW FREIGHT DATE	MARCH 11, 2025 8:00AM – 4:00PM
	LAST DIRECT TO SHOW FREIGHT DATE	MARCH 11, 2025 8:00AM – 4:00PM

**SHIPPING INFORMATION**

1. All shipments must be sent prepaid. Collect shipments will be refused. Certified weight tickets are required for unloading.
2. Any shipments arriving prior to the first day of scheduled move in will be refused and returned to the local trucking terminal.
3. It is your responsibility to instruct your carrier of the proper dates and time for direct deliveries to the convention facility.
4. An additional \$150 will be assessed to shipments received after the published dates and times listed.
5. Shipments received without receipts, freight bills or specified unit counts on the receipts or freight bills, such as UPS or van lines, will be delivered to the exhibitor's booth without guarantee of piece count or condition. Wisconsin Expo, Inc. will assume no liability for such shipments. Consignment or delivery of a shipment to Wisconsin Expo, Inc., or its subcontractors by an Exhibitor or Shipper on behalf of the Exhibitor will be construed as an acceptance by the Exhibitor of the freight terms, conditions and rates listed.

CHOICE	DESCRIPTION	RATE / 100 LBS	200 LB MIN
A	Cartons, Packages, Crated/Skidded shipments using common carrier: YRC, ABF, UPS, FedEx, Van Lines etc.	<b>\$ 103.12/cwt**</b>	<b>\$206.24</b>
B	Small Package - <b>NOT EXCEEDING 30 LBS PER SHIPMENT:</b> (Shipment totaling any number of pieces received on the same day, from the same shipper & delivered by the same carrier)	<b>\$ 70.95 first carton</b>	<b>Each additional carton = \$ 23.70</b>

Calculation:	Category	Qty of Pieces	Weight 200 lb Min Cat A	Rate / 100 lbs	Total Cost
Shipment 1			lbs	x	=\$
Shipment 2			lbs	x	=\$
<b>Total Due</b>					<b>=\$</b>

\*\*CWT stands for "per hundred weight". There is a 200-pound (lb) minimum for handling freight, regardless of how many pieces are in the shipment. Ex: If you are shipping freight weighing 98 lbs, you will be charged \$206.24 (\$103.12 x 2 cwt). If you are shipping 475 lbs, you will be charged \$515.60 (\$103.12 x 5 cwt). Always round your weight to the next 100 lbs. If you are shipping freight with a total weight less than 30 lbs, you qualify for the "Small Package" rate as long as all your package's total less than 30 lbs, are received on the same day from the same shipper and delivered by the same carrier. Example: we receive 5 boxes (2 lbs each) totaling 10 lbs-you will be charged \$165.75 (\$70.95 for the 1<sup>st</sup> pkg and \$23.70 for each additional pkg). OT Rate = freight received after 3:30pm, DT Rate = freight received on the weekend.

**NAME OF EVENT:** **Wisconsin Food & Hospitality Expo**

---

**COMPANY NAME:** **BOOTH #:**

---

**ADDRESS:** **CITY:** **STATE:** **ZIP:**

---

**PHONE:** **FAX:** **EMAIL:**

---

**ORDERED BY:** **SIGNATURE:** **DATE:**

---

Send form & payment to: **Wisconsin Expo, Inc.**  
 N113 W18750 Carnegie Drive | Germantown, WI 53022  
 Phone: 262.670.1300 | Email: orders@wi-expo.com



## SHOW SITE RECEIVING

**NOT BEFORE: March 12, 2025**

EXHIBITOR: \_\_\_\_\_

Booth # \_\_\_\_\_

Wisconsin Exposition Center  
c/o Wisconsin Expo, Inc.  
8200 W. Greenfield Ave.  
West Allis, WI 53214

### WI Food & Hospitality Expo

NUMBER \_\_\_\_\_ OF \_\_\_\_\_ PIECES

CARRIER: \_\_\_\_\_



## SHOW SITE RECEIVING

**NOT BEFORE: March 12, 2026**

EXHIBITOR: \_\_\_\_\_

Booth # \_\_\_\_\_

Wisconsin Exposition Center  
c/o Wisconsin Expo, Inc.  
8200 W. Greenfield Ave.  
West Allis, WI 53214

### WI Food & Hospitality Expo

NUMBER \_\_\_\_\_ OF \_\_\_\_\_ PIECES

CARRIER: \_\_\_\_\_





**Wisconsin Expo, Inc.**  
N113 W18750 Carnegie Drive  
Germantown, WI 53022  
262.670.1300 | orders@wi-expo.com

## SHIPPING INFORMATION

If you need arrangements for delivery of packages and rental of any show supplies for your booth, please call or email Michelle at Wisconsin Expo, Inc. ([orders@wi-expo.com](mailto:orders@wi-expo.com) or 262-670-1300 ext. 206).

WI Expo is working with the WI State Fair Park for this event to help make shipping back to your workplace easier than ever!

No COD packages will be accepted. WI State Fair Park will not accept your Advance shipments.

Please send your Advance shipments to:

**Wisconsin Expo, Inc.  
c/o WI Food & Hospitality Expo  
N113W18750 Carnegie Dr  
Germantown, WI 53022**

### Outbound Shipping

#### Follow the steps below to make shipping a breeze – FedEx or UPS

If you are shipping **FedEx or UPS**, you will need to make sure that all your items are packed up and each of your cartons have **FedEx or UPS** shipping labels on them. You will also need to make sure you have a WI Expo, Inc. Bill of Lading (BOL) filled out. If you are shipping to multiple addresses, you will need to attach a BOL for each address. If you need a blank BOL, ask a WI Expo associate on-site. It is the responsibility of each exhibitor to arrange for transportation of booth materials after the event with the carrier of your choosing. You or someone from your company will have to call your shipping carrier (**FedEx or UPS**) so they can get your package(s) on their schedule for pickup. **The pickup address for WI State Fair Park, Expo Center, 8200 W Greenfield Ave, West Allis, WI 53214.** After the event is over, please leave your shipment in your booth and return the completed BOL to a WI Expo associate when your materials are packaged, labeled and ready to be shipped.

**LTL, Airfreight, misc.**

**Drivers need to be checked in by 5pm.** If you are shipping through **LTL, Airfreight, misc.**, you will need to make sure that all your items are packed up and you have a shipping label attached to each of the cartons, crates, skids, boxes, etc. You will also need to make sure you have a WI Expo Bill of Lading (BOL) filled out. If you are shipping to multiple addresses, you will need to complete a WI Expo BOL for each address. If you need a WI Expo BOL, ask a WI Expo associate on-site. It is the responsibility of each exhibitor to arrange for transportation of booth materials after the event with the carrier of your choosing. You or someone from your company will have to call your shipping carrier so they can get your freight on their schedule for pickup. After the event is over, please leave your shipment in your booth and return the completed BOL to a WI Expo associate when your materials are packaged, labeled and ready to be shipped.

**Thank you!**

**Wisconsin Expo, Inc.**

N113 W18750 Carnegie Drive  
 Germantown, WI 53022  
 262.670.1300 | orders@wi-expo.com

**SEE OUTBOUND SHIPPING PROCEDURE** for further instructions. You must complete a bill of lading for each outbound separate destination. At the close of the show, exhibitors must find a Wisconsin Expo member or go to the Service desk and sign each bill of lading prior to leaving the show. All bills of lading can be submitted via email at [orders@wi-expo.com](mailto:orders@wi-expo.com).

SHIP FROM		SHIP TO	
Exhibiting Company: _____ Booth# _____		Company Name: _____	
Show: _____		Attention: _____	
Venue: _____		Phone #: _____	
Address: _____		Destination Address: _____	
City: _____	State: _____	City: _____	State: _____
Zip: _____		Zip: _____	
Number of Separate Destinations: 1 2 3 4 OR MORE		Special Instructions: _____	
Carrier: _____		Scheduled Pick up Date: _____	
		Scheduled Pick up Time: _____	

QTY	DESCRIPTION OF ITEMS	WEIGHT (lbs)	Dimensions L x W x H	FOR WI EXPO USE ONLY	
	Crates (wooden) Exhibition Materials			Dock #:	
	Cartons (cardboard boxes)			Date/Time Loaded:	
	Fiber Cases/ Trunks			Loaded by:	
	Skids/Pallets			Trailer #:	
	Carpets (color _____)			Terms of Payment (check appropriate box) <input type="checkbox"/> Prepaid <input type="checkbox"/> Collect	
	Padded Display				
	Machines				
	TOTAL				

<b>BILL FREIGHT CHARGES TO:</b>	Company Name: _____	Contact Name: _____
Street Address: _____	City: _____	State: _____
		Zip: _____

**IN THE EVENT THE SHIPMENT HAS NOT BEEN PICKED UP BY THE SHOW DEADLINE, WISCONSIN EXPO, INC. IS AUTHORIZED TO:**

- 1) Use carrier of Wisconsin Expo's choice to provide transportation and charge your credit card, or invoice according to Wisconsin Expo payment policy.
- 2) Return shipment to warehouse, assess all associated charges and charge credit card, or invoice according to Wisconsin Expo's payment policy.

(FAILURE TO SELECT AN OPTION WILL RESULT IN ROUTING AT WISCONSIN EXPO'S DISCRETION. ALL APPLICABLE TRANSPORTATION CHARGES WILL APPLY)

By receiving this bill of lading Wisconsin Expo assumes no responsibility for shipments left in booth by the exhibitor. All materials are subject to final count and correction at the time of actual removal from booth. Wisconsin Expo assumes no responsibility for misdirected shipments because of old shipping labels which remain on containers. It is the shipper's responsibility to state the National Motor Freight Classification Commodity Description; otherwise, the shipment shall be described as Exhibition Materials.

**RECEIVED, subject to the classifications and tariffs in effect on the date of the issue of this Bill of Lading**, the property described above in apparent good order, except as noted (contents & condition of contents package unknown), marked consigned, and destined as indicated above, which said carrier (the word carrier being understood throughout this contract as meaning any person or corporation in possession of the property under the contract) agrees to carry to its usual place of delivery as said destination. If on its own route, otherwise to deliver to another carrier on the route to said destination. It is mutually agreed, as to each carrier of all or any of said property over all or any portion of said route to destination, and as to each party at any time interested in all or any of said property, that every service to be performed hereunder shall be subject to all the terms & conditions of the Uniform Domestic Straight Bill of Lading set forth (1) in Uniform Freight Classification in effect on the date hereof, if this is a rail or rail-water shipment, or (2) in the motor carrier classification or tariff if this is a motor carrier shipment. **Shipper hereby certifies that he is familiar with all the terms & conditions of the said bill of lading, set forth in the classification or tariff which governs the transportation of this shipment, and the said terms & conditions are hereby agreed to by the shipper and accepted for himself and his assigns.**

**Payment Policy:** We accept checks (payable to Wisconsin Expo, Inc.) or credit cards for payment. Please complete the information below and send the completed information to Wisconsin Expo's office, payments must accompany orders. No credit will be given after close of event on items or services ordered, but not received.

**SHIPPER SIGNATURE:**

This is to certify that the above-named articles are properly packaged, marked, and labeled, and are in proper condition for transportation according to applicable international and national government regulations.

**X** \_\_\_\_\_

Print Name \_\_\_\_\_ Date: \_\_\_\_\_

**CARRIER SIGNATURE:**

**X** \_\_\_\_\_

Print Name \_\_\_\_\_ Date: \_\_\_\_\_

**Do not sign until all items are packed and ready to ship. Find a Wisconsin Expo team member or go to the Service Desk to turn in completed form.**



**Wisconsin Expo, Inc.**  
 N113 W18750 Carnegie Drive  
 Germantown, WI 53022  
 262.670.1300 | orders@wi-expo.com

## IN-BOOTH FORKLIFT & LABOR SERVICE FORM

**TO RECEIVE ADVANCE PRICING,  
SUBMIT ORDER AND PAYMENT  
FORMS BY FEBRUARY 14, 2025.**

**Forklift & Labor Services: (In-Booth work only. Not to be ordered for unloading/loading of freight at the dock.)**

- Exhibitors requiring a forklift to assemble their display or when uncrating, unskidding, positioning and reskidding equipment will need to estimate their needs below.
- A forklift is required for moving equipment or materials weighing over 200 lbs.
- Your forklift order consists of a 5,000 lb. forklift with an operator.
- A Rigger Laborer will be assigned if uncrating, positioning, unskidding and/or reskidding is involved.
- A Rigger Laborer can be ordered independently, without the use of a forklift.
- The minimum charge is one (1) hour, thereafter, charged in half (1/2) hour increments.
- Cancellations must be made **24 hours in advance** or a **1-hour fee** per forklift/rigger ordered will be charged.
- If exhibitor fails to use forklift/rigger, at the time confirmed, a one hour "no show" will be charged.

Hourly Rates	Description	Forklift w/Operator	Rigger
Straight Time	Between 8:00 AM – 4:30 PM Weekdays	\$ 280.50	\$ 115.50
Over Time	Before 8:00 AM, after 4:30 PM Weekdays, All day Saturday	\$ 420.75	\$ 173.25
Double Time	All day Sunday, All Holidays	\$ 561.00	\$ 231.00

**NOTE: If the weight of single piece exceeds 5,000 pounds, please call Wisconsin Expo, Inc. 262-670-1300**

	Date	Start Time	Estimated Hours	Number of Forklifts	Number of Riggers
<b>Installation</b>					
<b>Dismantling</b>					

**Describe work to be done:**

	Estimated ST Hours	Rate	Total	Estimated OT Hours	Rate	Total	Estimated DT Hours	Rate	Total
<b>Forklift</b>		X \$280.50=			X \$420.75=			X \$561.00=	
<b>Rigger</b>		X \$115.50 =			X \$173.25=			X \$231.00=	

**Total Due: \$ \_\_\_\_\_**

**NAME OF EVENT:** \_\_\_\_\_

**COMPANY NAME:** \_\_\_\_\_ **BOOTH #:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_ **CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **FAX:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

**ORDERED BY:** \_\_\_\_\_ **SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**Send form & payment to:**  
**Wisconsin Expo, Inc.**  
 N113 W18750 Carnegie Drive | Germantown, WI 53022  
 Phone: 262.670.1300 | Email: orders@wi-expo.com