



WI Food & Hospitality 2026 Exhibitor Information  
Wisconsin State Fair Park/Exposition Center  
8200 W Greenfield Ave - Hall A  
March 11, 2026

### **BOOTH EQUIPMENT**

Each 10'x10' booth will be set with 8' high back drape, 3' high side rail drape, including 8' x 30" skirted table, 1 padded chair, 1 wastebasket and an booth ID sign.

### **ONLINE ORDERING**

Once we receive exhibitor details from show management, your company will be established as a customer. You will receive an email containing your username and a temporary password to access the show information. Once logged in, you can place your orders. If you have questions, please click on the Red button on our website, or call us at 262-670-1300.

### **DISCOUNT PRICE DEADLINE DATE**

To take advantage of Wisconsin Expo, Inc's advance order discount rates, place your orders by February 13, 2026.

### **SHOW SCHEDULE**

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

Tuesday	March 10, 2026	3pm to 6pm
Wednesday	March 11, 2026	7am to 8:45am

#### **Exhibit Hours**

Wednesday	March 11, 2026	9am to 3pm
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#### **Exhibitor Move-Out**

Wednesday	March 11, 2026	3pm to 6pm
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### **DISMANTLE AND MOVE-OUT INFORMATION**

All exhibit materials must be removed from the exhibit hall by March 11, 2026 at 6pm. If you need any assistance with any freight, please see one of our associates.



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](mailto:orders@wi-expo.com)

**SHOW NAME: WI Food & Hospitality Expo 2026**

**SHOW DATE(S): March 11, 2026**

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 \_\_\_\_\_

**TABLES/LINENS**  
**ORDER FORM**

**TO RECEIVE ADVANCE PRICING SUBMIT  
 ORDER ONLINE BY FEBRUARY 13, 2026**

QTY	DESCRIPTION	ADVANCE RATE	STANDARD RATE	TOTAL			
<b>Unskirted Table (all tables are 24" wide)</b>							
	Unskirted Table 4'L x 30"H	\$ 76.23	\$ 95.29	_____			
	Unskirted Table 6'L x 30"H	\$ 88.94	\$ 108.00	_____			
	Unskirted Table 8'L x 30"H	\$101.64	\$120.70	_____			
	Unskirted Counter 4'L x 42"H	\$ 88.94	\$ 108.00	_____			
	Unskirted Counter 6'L x 42"H	\$101.64	\$120.70	_____			
	Unskirted Counter 8'L x 42"H	\$114.35	\$133.41	_____			
<b>Skirted Table (all tables are 24" wide)</b>							
	Skirted Table 4'L x 30"H	\$125.79	\$163.90	_____			
	Skirted Table 6'L x 30"H	\$144.84	\$182.95	_____			
	Skirted Table 8'L x 30"H	\$170.25	\$209.64	_____			
	30" skirting only (4 <sup>th</sup> side)	\$ 57.18	\$ 76.23	_____			
	Skirted Counter 4'L x 42"H	\$138.48	\$176.61	_____			
	Skirted Counter 6'L x 42"H	\$157.54	\$196.93	_____			
	Skirted Counter 8'L x 42"H	\$182.95	\$222.34	_____			
	40" skirting only (4 <sup>th</sup> side)	\$ 63.53	\$ 82.59	_____			
<input type="checkbox"/> <b>BLACK</b>	<input type="checkbox"/> <b>BLUE</b>	<input type="checkbox"/> <b>BURGUNDY</b>	<input type="checkbox"/> <b>GOLD</b>	<input type="checkbox"/> <b>GREEN</b>	<input type="checkbox"/> <b>RED</b>	<input type="checkbox"/> <b>SILVER</b>	<input type="checkbox"/> <b>WHITE</b>
<b>Pedestal Tables – Linen not included with tables</b>					90"	<b>All pedestal tables need a table cover</b>	
	Round Pedestal Table 30"W x 30"H	\$102.85	\$127.05	_____	90"	<b>All pedestal tables need a table cover</b>	
	Round Pedestal Table 30"W x 40"H	\$102.85	\$127.05	_____	108"	<b>All pedestal tables need a table cover</b>	
<b>Linen</b>							
	90" Round Linen	\$ 49.56	\$ 62.26	_____			
	108" Round Linen	\$ 62.26	\$ 74.97	_____			
Select linen color: <input type="checkbox"/> <b>BLACK</b> <input type="checkbox"/> <b>WHITE</b>							
	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>			

PLEASE NOTE: Online submission is the preferred method for ordering services from Wisconsin Expo, Inc.  
 Please sign onto <https://wisconsinexpo.boomerecommerce.com/> Your email is your Sign in name.

If you don't have a password, hit the forgot password prompt.



**Wisconsin Expo, Inc.**

N113 W18750 Carnegie Drive

Germantown, WI 53022

262.670.1300 | [orders@wi-expo.com](mailto:orders@wi-expo.com)

**CHAIRS/ACCESSORIES & CARPET  
ORDER FORM**

**TO RECEIVE ADVANCE PRICING SUBMIT  
ORDER ONLINE BY FEBRUARY 13, 2026**

QTY	DESCRIPTION	ADVANCE RATE	STANDARD RATE	TOTAL
<b>Chairs &amp; Seating</b>				
	Padded Stool with back	\$ 82.59	\$108.00	
	Black Padded Side Chair	\$ 63.53	\$ 88.94	
	Gray Padded Armchair	\$ 63.53	\$ 88.94	
	Executive Chair	\$100.38	\$125.79	
<b>Accessories</b>				
	Chrome Sign Holder (22" x 28"	\$ 63.53	\$ 88.94	
	Chrome Floor Standing Easel	\$ 38.12	\$ 50.82	
	Floor Standing Literature Rack	\$114.35	\$139.76	
	Bag Stand	\$ 95.29	\$120.70	
	Chrome Stanchions with Rope	\$ 57.18	\$ 82.59	
	Black Retractable Belt Stanchions	\$ 57.18	\$ 82.59	
	Wastebasket	\$ 19.06	\$ 25.41	
<b>Drape</b>				
	Ft. of 3' high drape, incl hardware	\$10.16/ft	\$13.98/ft	
	Ft. of 8' high drape, incl hardware	\$15.25/ft	\$20.33/ft	
<b>Select Drape Color:</b> <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	\$190.58	\$241.40	
	10' x 20' Standard Carpet	\$381.15	\$482.79	
	10' x 30' Standard Carpet	\$571.73	\$724.19	
	Custom Cut Carpet (per sq. ft.)	\$ 5.21	\$ 6.67	
	Booth size ____ x ____ = ____ sq.ft			
	10' x 10' Carpet Padding	\$139.76	\$190.58	
	10' x 20' Carpet Padding	\$279.51	\$381.15	
	10' x 30' Carpet Padding	\$419.27	\$571.73	
	Custom Cut Padding (per sq. ft.)	\$ 2.34	\$ 2.74	
	Booth size ____ x ____ = ____ sq.ft			
	Visqueen (plastic) (per sq. ft.)	\$0.96	\$1.41	
	Booth size ____ x ____ = ____ sq.ft			
<b>Booths 399 sq. ft. and Over Must Order Custom Cut Carpet</b>				
<b>Select Carpet color:</b> <input type="checkbox"/> PEPPER <input type="checkbox"/> BLACK <input type="checkbox"/> BLUE <input type="checkbox"/> BURGUNDY <input type="checkbox"/> GRAY <input type="checkbox"/> RED				
<b>Custom Plush Carpet is available at \$6.36 per sq. ft.</b>				
<b>Contact us for color options. Plush carpet must be ordered by February 13, 2026</b>				

**Subtotal = \$**

**Sales Tax 5.9%**

**Total = \$**



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## TELEVISIONS AND STANDS ORDER FORM

TO RECEIVE ADVANCE PRICING SUBMIT  
ORDER ONLINE BY FEBRUARY 13, 2026

Quantity	Description	Advanced Rate	Standard Rate	Total Cost
	70" Monitor w/ floor stand	\$ 1,206.98	\$ 1,461.08	
	60" Monitor w/ floor stand	\$ 952.88	\$ 1,238.74	
	50" Monitor w/ floor stand	\$ 762.30	\$ 990.99	
	40" Monitor	\$ 571.73	\$ 743.25	
	32" Monitor	\$ 247.75	\$ 317.63	
	TV Floor Stand	\$ 158.81	\$ 193.93	
	DVD Player	\$ 50.82	\$ 66.07	
	Blu Ray Player	\$ 76.23	\$ 99.10	

**Subtotal** \$ \_\_\_\_\_

**Sales Tax**

**5.9%** \$ \_\_\_\_\_

**Total** \$ \_\_\_\_\_

Electrical Service needed to operate the above products will be available to order through the Wisconsin State Fair website. Link is provided in our online portal.

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**CUSTOM DISPLAYS  
ORDER FORM**

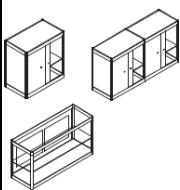
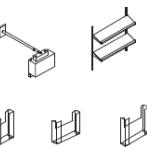
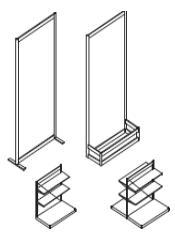
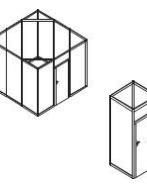
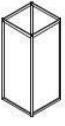
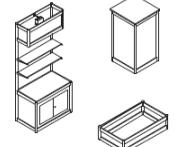
**TO RECEIVE ADVANCE PRICING SUBMIT  
ORDER ONLINE BY FEBRUARY 13, 2026**

	<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	\$ 1,905.75	<b>\$ 2,541.00</b>	<input type="checkbox"/> 20' Display Enhanced Package	\$ 8,598.12	<b>\$ 11,606.02</b>	
	<b>10' Display</b>	* Enhanced Package Depicted Carpet included—select color below		<b>10' Curved Display</b>	* Enhanced Package Depicted Carpet included—select color below	
	Advanced Rate	Standard Rate		Advanced Rate	Standard Rate	
<input type="checkbox"/> 10' Display Enhanced Package	\$ 2,915.80	<b>\$ 5,059.77</b>	<input type="checkbox"/> 10' Display Enhanced Package	\$ 4,478.52	<b>\$ 6,047.58</b>	
<input type="checkbox"/> 10' Display Standard Package	\$ 2,229.73	<b>\$ 3,011.09</b>	<input type="checkbox"/> 10' Display Standard Package	\$ 2,693.46	<b>\$ 3,636.81</b>	
	<b>Linear Island Booth Package</b>	* Enhanced Package Depicted Carpet included—select color below			<b>Quad Booth Package</b>	
	Advanced Rate	Standard Rate			Advanced Rate	Standard Rate
<input type="checkbox"/> 10' Linear Island Booth Enhanced Package	\$ 8,598.12	<b>\$ 11,606.02</b>	<input type="checkbox"/> 20' x 20' Display Enhanced Package	\$ 13,974.24	<b>\$ 17,785.74</b>	
<input type="checkbox"/> 10' Linear Island Booth Standard Package	\$ 5,996.76	<b>\$ 8,096.26</b>	<input type="checkbox"/> 20' x 20' Display Standard Package	\$ 10,162.74	<b>\$ 13,211.94</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:				
<hr/>		<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** \$ \_\_\_\_\_

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<b>Counters</b>				<b>Accessories</b>						
	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  \$ 177.87 \$ 247.75 \$ 317.63 \$ 381.15 \$ 63.53	Standard Rate  \$ 231.23 \$ 320.17 \$ 444.68 \$ 533.61 \$ 95.29		Qty. Description  ____ 1M Straight Shelf ____ 1M Angled Shelf ____ Pamphlet pocket (5"x9") ____ Letter pocket (9"x9") ____ Brochure pocket (9"x11")	Advanced Rate  \$ 88.94 \$ 88.94 \$ 76.23 \$ 76.23 \$ 76.23	Standard Rate  \$ 124.51 \$ 124.51 \$ 106.72 \$ 106.72 \$ 106.72			
<b>Self-Standing Displays</b>				<b>Offices/Storage Closets</b>						
	Quantity / Description  ____ 8' x1M Freestanding panel ____ 8' x1M Freestanding panel w/ flower box *Graphics Included* ____ One sided Gondolas ____ Two sided Gondolas	Advanced Rate  \$ 228.69 \$ 698.78 \$ 609.84 \$ 711.48	Standard Rate  \$ 297.30 \$ 851.24 \$ 853.78 \$ 996.05		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.					
<b>Kiosks &amp; Towers</b>				Please contact us for additional customization and pricing.						
	Quantity / Description  ____ 8' Square Kiosks ____ Wire-wall Kiosks ____ 12' Square Towers	Advanced Rate  \$ 954.17 \$ 975.26 \$1,219.68	Standard Rate  \$ 1,214.60 \$ 1,365.36 \$ 1,707.55	Indicate Size and Color of Room  <input type="checkbox"/> Room #1 (specify size) ____ M x ____ M = ____ Total M <input type="checkbox"/> Room #2 (specify size) ____ M x ____ M = ____ Total M <input type="checkbox"/> Locking Door Unit as Panel (White Only) <input type="checkbox"/> White Hard Wall <input type="checkbox"/> Black/Grey Velcro – Check: <input type="checkbox"/> Black or <input type="checkbox"/> Grey <input type="checkbox"/> Optional Color Velcro (per Meter) <input type="checkbox"/> Optional Plexiglass (per Meter)						
<b>Shelving Units &amp; Pedestals</b>				<b>Custom Exhibit Services</b>						
 Call for quote to add graphics!	Quantity / Description  ____ Shelf Cabinet Unit w/43" cabinet ____ 2 Mx1M Planter Box ____ 2 Mx30" h Pedestals ____ 2 Mx42" h Pedestals	Advanced Rate  \$ 1,524.60 \$ 114.35 \$ 393.25 \$ 471.90	Standard Rate  \$ 2005.08 \$ 145.53 \$ 550.55 \$ 660.66	<b>*Camera ready artwork is required by advanced deadline date*</b> <b>*Design work is available through Wisconsin Expo, Inc at \$95/hour*</b>  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** \$ \_\_\_\_\_

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**CUSTOM GRAPHICS  
ORDER FORM**

**TO RECEIVE ADVANCE PRICING SUBMIT  
ORDER ONLINE BY FEBRUARY 13, 2026**

<b>Qty</b>	<b>Size</b>	<b>Rate</b>	<b>Total</b>
	7" x 11"	\$ 59.90	
	7" x 44"	\$ 73.21	
	11" x 14"	\$ 79.86	
	14" x 22"	\$ 106.48	
	22" x 28"	\$ 146.41	
	28" x 44"	\$ 193.00	
	40" x 60"	\$ 464.52	
	Colored Backgrounds	Add 20%	

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

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

<b>Qty</b>	<b>Description</b>	<b>Rate</b>	<b>Total</b>
	Grommets	\$ 5.27	
	Logos	Quote upon request	
	Easel Backs	\$ 15.31	

<b>Qty</b>	<b>Description</b>	<b>Rate</b>	<b>Total</b>
	2' x 4' Banner	\$ 193.00	
	2' x 6' Banner	\$ 246.24	
	2' x 8' Banner	\$ 332.75	

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.**

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

**TO RECEIVE ADVANCE PRICING  
 SUBMIT ORDER ONLINE BY  
 FEBRUARY 13, 2026**

- Start time is 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  $\frac{1}{2}$  hour increments.
- Representatives 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 set-up plans, photos, special instructions, and what is being shipped.

<b>Labor</b>		<b>Advanced Rate</b>	<b>Standard Rate</b>
Exhibitor Supervised Labor	ST (per person per hour)	\$ 114.95	\$ 151.25
Wisconsin Expo, Inc. Supervised Labor	ST (per person per hour)	\$ 169.40	\$ 205.70
Exhibitor Supervised Labor	OT (per person per hour)	\$ 172.43	\$ 226.88
Wisconsin Expo, Inc. Supervised Labor	OT (per person per hour)	\$ 254.10	\$ 308.55
Exhibitor Supervised Labor	DT (per person per hour)	\$ 229.90	\$ 302.50
Wisconsin Expo, Inc. Supervised labor	DT (per person per hour)	\$ 338.80	\$ 411.40

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

<b>Date</b>	<b>Start Time</b>	<b>Qty People</b>	<b>Approx. Hrs. Per Person</b>	<b>Total Hours</b>	<b>Hourly Rate</b>	<b>Estimated Total Cost</b>
					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.

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

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## **ADVANCE TO WAREHOUSE FACILITY FREIGHT ORDER FORM**

**TO RECEIVE ADVANCE PRICING  
SUBMIT ORDER ONLINE BY  
FEBRUARY 13, 2026**

**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.**

<b>ADVANCE WAREHOUSE FREIGHT ADDRESS</b>	<b>ADVANCE WAREHOUSE FREIGHT DEADLINES</b>	
<p><b>*Label each piece of your shipment(s) as follows:</b></p> <p><b>TO:</b> EXHIBITING COMPANY NAME &amp; BOOTH # c/o Wisconsin Expo, Inc. N113 W18750 Carnegie Drive Germantown, WI 53022 WI Grocer's Association Innovation Expo</p>	<b>FIRST ADVANCE FREIGHT DATE</b>	<b>February 9, 2026</b>
	<b>LAST ADVANCE FREIGHT DATE</b>	<b>March 6, 2026</b>
	<b>RECEIVING DOCK HOURS</b>	<b>MONDAY – FRIDAY 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.

<b>CHOICE</b>	<b>DESCRIPTION</b>	<b>RATE / 100 LBS</b>	<b>RATE FOR 200 LB MIN</b>
A	Cartons, Packages, Crated/Skidded shipments using common carrier: YRC, ABF, UPS, FedEx, Van Lines etc.	\$ 119.79	\$ 239.58
B	<b>Small Package - 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)	\$ 78.05 first carton	<b>Each additional carton = \$ 26.07</b>

<b>Calculation:</b>	<b>Category</b>	<b>Qty of Pieces</b>	<b>Weight 200 lb Min Cat A</b>	<b>Rate / 100 lbs</b>	<b>Total Cost</b>
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 \$239.58 (\$119.79 x 2 cwt).

If you ship 475 lbs, you will be charged \$598.95 (\$119.79 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 \$182.33 (\$78.05 for the 1<sup>st</sup> pkg and \$26.07 for each additional pkg). OT Rate = freight received after 3:30pm weekdays and Saturdays, DT Rate = freight received on Sunday.

**PLEASE NOTE:** Online submission is the preferred method for ordering services from Wisconsin Expo, Inc.

Please sign onto <https://wisconsinexpo.boomerecommerce.com/> Your email is your Sign in name.

If you don't have a password, hit the forgot password prompt.



## ADVANCE WAREHOUSE

**Deadline Date: MARCH 6, 2026**

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

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

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

## WI Food & Hospitality Expo 2026

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

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



## ADVANCE WAREHOUSE

**Deadline Date: MARCH 6, 2026**

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

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

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

## WI Food & Hospitality Expo 2026

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

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

**Wisconsin Expo, Inc.**

N113 W18750 Carnegie Drive  
Germantown, WI 53022  
262.670.1300 | [orders@wi-expo.com](mailto:orders@wi-expo.com)

## **DIRECT TO SHOW FREIGHT ORDER FORM**

**TO RECEIVE ADVANCE PRICING SUBMIT  
ORDER ONLINE BY FEBRUARY 13, 2026**

<b>DIRECT TO SHOW FREIGHT ADDRESS</b>	<b>DIRECT TO SHOW FREIGHT DEADLINE</b>	
<p><b>*Label each piece of your shipment(s) as follows:</b></p> <p><b>TO:</b> YOUR COMPANY NAME WSFP Exposition Center c/o Wisconsin Expo, Inc. 8200 W Greenfield Avenue West Allis, WI 53214</p>	<b>FIRST DIRECT TO SHOW FREIGHT DATE</b>	<b>MARCH 10, 2026 3:00PM – 6:00PM</b>
	<b>LAST DIRECT TO SHOW FREIGHT DATE</b>	<b>MARCH 10, 2026 3:00PM – 6:00PM</b>

### **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.

<b>CHOICE</b>	<b>DESCRIPTION</b>	<b>RATE / 100 LBS</b>	<b>200 LB MIN</b>
A	Cartons, Packages, Crated/Skidded shipments using common carrier: YRC, ABF, UPS, FedEx, Van Lines etc.	<b>\$ 113.43/cwt**</b>	<b>\$226.86</b>
B	<b>Small Package - 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>\$ 78.05 first carton</b>	<b>Each additional carton = \$ 26.07</b>

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

**Total Due**      **= \$** \_\_\_\_\_

\*\*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 \$226.86 (\$113.43 x 2 cwt). If you are shipping 475 lbs, you will be charged \$567.15 (\$113.43 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 \$182.33 (\$78.05 for the 1<sup>st</sup> pkg and \$26.07 for each additional pkg). OT Rate = freight received after 3:30pm weekdays and Saturdays, DT Rate = freight received on Sunday.

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If you don't have a password, hit the forgot password prompt.



## SHOW SITE RECEIVING

**NOT BEFORE: MARCH 10, 2026**



## SHOW SITE RECEIVING

**NOT BEFORE: MARCH 10, 2026**

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

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

Wisconsin State Fair Park –  
Exposition Center  
8200 W Greenfield Ave  
West Allis, WI 53214

### WI Food & Hospitality Expo 2026

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

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

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

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

Wisconsin State Fair Park –  
Exposition Center  
8200 W Greenfield Ave  
West Allis, WI 53214

### WI Food & Hospitality Expo 2026

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

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

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**Wisconsin Expo, Inc.**  
N113 W18750 Carnegie Drive  
Germantown, WI 53022  
262.670.1300 | [orders@wi-expo.com](mailto: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 Wisconsin State Fair Park for this event to help make shipping back to your workplace easier than ever!

No COD packages will be accepted. Wisconsin State Fair Park will not accept your Advance shipments. Please send your Advance shipments to:

**Wisconsin Expo, Inc.**  
c/o WI Food & Hospitality  
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 Wisconsin State Fair Park Exposition Center is 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 6pm.** 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](mailto: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).

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

<b>QTY</b>	<b>DESCRIPTION OF ITEMS</b>	<b>WEIGHT (lbs)</b>	<b>Dimensions L x W x H</b>	<b>FOR WI EXPO USE ONLY</b>	
	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)	
	Padded Display			<input type="checkbox"/> Prepaid	<input type="checkbox"/> Collect
	Machines				
	TOTAL				

<b>BILL FREIGHT CHARGES TO:</b>	Company Name:	Contact Name:
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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.**