

# WELCOME



Thank you for joining us at the 2026 Wisconsin Food & Hospitality Expo. We look forward to connecting you with buyers in the food and hospitality communities. This document contains helpful information as you make plans for setting up your exhibit space including travel details, timelines, move-in and out logistics, what's included with your exhibit space and links to finalize exhibit space needs.

If you have any questions, you can reach out to:

Pete Leuer  
Wisconsin Restaurant Association  
[pleuer@wirerestaurant.org](mailto:pleuer@wirerestaurant.org)  
608.440.0217

## MOVE-IN HOURS

**Tuesday, March 10:** 3 pm – 6 pm  
Wednesday, March 11: 7 am – 8:45 am

## EVENT HOURS

Wednesday, March 11: 9 am – 3 pm

## MOVE-OUT HOURS

Wednesday, March 11: 3 pm – 6 pm

**Booth teardown before 3:15 pm is PROHIBITED.**

## ON-SITE EXHIBIT SERVICE CONTACTS for WRA

Pete Leuer – 608.440.0217  
Dawn Faris – 608.444.9481

## EXHIBITOR BADGES

Every booth worker must have an exhibitor badge.

Unique log-in credentials should have been emailed to you which gives you access to your complimentary allotment

[Click Here To Register](#)

If you need assistance with registering, please contact [Jenny!](#)



# SUMMARY OF THINGS TO KNOW



- Order exhibitor BADGES for booth workers. Two are included with every 100 square feet of space—\$24 for EACH ADDITIONAL BADGE.
- [Book your HOTEL](#) in one of our room blocks if you need an overnight. **Room blocks expire on February 20.** For complete information on travel & transportation, [click here](#).
- If you'd like to order LEAD RETRIEVAL – [USE THIS LINK](#)  
**Preferred pricing is available until February 13.**
- If you need ICE, order ice delivery from Delaware North for \$10/bag. Call or Text John Nicholds at 414.239.1670 by **March 1 to order**. Must pay with credit card. (You CAN bring in your own bagged ice.)
- If you need CARPETING OR FURNISHINGS beyond what's included in your exhibit package, order online through Wisconsin Expo – [USE THIS LINK](#)  
**To receive advance pricing, submit order and payment BY FEBRUARY 14.**
- If you need ELECTRICITY OR OTHER UTILITIES, order online through State Fair Park – [USE THIS LINK](#)  
**Preferred pricing is available until 14 days prior to Expo.**
- ADVANCE SHIPPING dates to the show's general contractor, Wisconsin Expo are **February 9 – March 6**
- **DIRECT SHIPMENT** to State Fair Park Expo Center will ONLY BE ACCEPTED ON MARCH 10<sup>TH</sup>, BETWEEN 8AM-4PM.

Dock A of Wisconsin State Fair Park Exposition Center  
8200 W Greenfield Ave., West Allis, WI 53214

- INVITE YOUR CUSTOMERS AND PROSPECTS to attend the Wisconsin Food & Hospitality Expo! [CLICK HERE TO ACCESS FREE MARKETING RESOURCES.](#)
- 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 regular show hours.
- Complimentary Wi-Fi is available. If a stable internet connection is required for your exhibit, you should order service with State Fair Park. [CLICK HERE FOR MORE ON THIS.](#)
- FOOD PANTRY DONATIONS will be accepted by Hunger Task Force at the show's close. Food pantry representatives will be on-site to review what can be accepted and confirm the process. Instructions and more details provided prior to day of show.

# TRAVEL



## Location of Expo

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

Located in the suburbs of Milwaukee.

## **HOTEL BLOCK**

**Hampton Inn & Suites Milwaukee West – Adjacent to State Fair Park**  
8201 W Greenfield Ave.  
West Allis, Wisconsin

\$119/night

[Click here to book a room!](#)

# MOVE IN and OUT



## **MOVE-IN TIMELINE**

Tuesday, March 10	3 pm – 6 pm
Wednesday, March 11	7 am – 8:45 am Exhibit Hall opens @9:00 am for attendees

## **MOVE-OUT TIMELINE**

Wednesday, March 11	3:00 pm – 6:00 pm (No early tear-down!!)
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Any freight left in the building after 6:00 pm will be sent out by the contractor's preferred carrier at the exhibitor's expense.

## **STATE FAIR PARK EXPOSITION CENTER MOVE-IN PROCEDURES AND DOCK ACCESS**

The loading dock area is the major access point to load in and out of the exhibit hall. There is also a side door on the south side of Hall C that can be used to move in and out.

**ONLY hand-carried items can be brought in through the front doors. ABSOLUTELY NO carts of any type are allowed through the front doors.**

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

**Dock personnel will direct drivers to where they must park and unload. Parking is only allowed for 15-minute maximum unloading with vehicles needing to be moved immediately after the vehicle has been unloaded. Vehicles that remain in this area longer than 15 minutes, WILL BE TOWED.**

Wisconsin Expo must unload any freight coming in on a common carrier, van line, air freight company, UPS, or FedEx. Your company will be charged the appropriate drayage fees. Wisconsin Expo must unload any exhibitor freight brought in by an Exhibitor Appointed Contractor (EAC). Exhibitors may also hire Wisconsin Expo to unload their vehicles. Additional information, forms, and fees for Wisconsin Expo unloading can be found in Wisconsin Expo's exhibitor ordering portal. (Link and user sign-in info is sent to all exhibit contacts.)

The only forklifts permitted are those operated by Wisconsin Expo, the show's general contractor. If you need forklift service, please order and pay for that service with Wisconsin Expo.

## **LOADING DOCK DETAILS**

Please enter through Gate 1 on 79<sup>th</sup> and West Greenfield Avenue. The event's general contractor, Wisconsin Expo, will have some courtesy flatbed carts available for exhibitors to use to help transport freight from the loading dock area to their exhibit space.

## **MOVE-OUT PROCEDURES**

The show closes at 3:00 pm. Tear-down and move-out will not be allowed until 3:15 pm – carts will not be available until this time. Access to the loading docks begins at 3:15 pm. Move-out is usually a very quick process with the majority of the exhibitors often clearing out of the exhibit hall within roughly the first 60 minutes. Dock personnel will direct drivers to where they must park and load.



## PARKING

There is no charge to park on the move-in day of March 10.

Parking on the event day, March 11, will be \$13.

Please note the circled area on the map above that identifies “vendor parking lot”. You will have the option to pre-purchase a parking pass for \$10 but that pass must be picked up on March 10 from a State Fair Park representative, located in the Loading Dock area.

# BOOTH INCLUSIONS & ADD-ONS



## INCLUDED IN EVERY 10' X 10' BOOTH

- (1) 2' x 8' x 30" draped table (BLACK)
- (1) chair
- (1) wastebasket
- (2) exhibitor badges (more available at a charge)
- 8' high back drape and 3' high side drape (BLACK)
- Post-event contact list of Wisconsin Food & Hospitality Expo registrants

If you need additional services from what's listed above, please see our contractors below that can be a resource for you.

## FURNISHINGS, CARPETING, SHIPPING, DRAYAGE, CUSTOM DESIGN, CLEANING

Wisconsin Expo

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

Online Ordering: [USE THIS LINK](#)

## ELECTRICAL, GAS, PLUMBING, INTERNET, TELEPHONE, SIGN HANGING, ETC

State Fair Park

414.266.7300 \* [eventservices@wistatefair.com](mailto:eventservices@wistatefair.com)

Online Ordering: [USE THIS LINK](#)

## LEAD RETRIEVAL

American Tradeshow Services

985.240.5507 \* [orders@american-tradeshow.com](mailto:orders@american-tradeshow.com)

Online Ordering: [USE THIS LINK](#)



## BARTENDERS, CATERING, ICE DELIVERY

Delaware North

[csayles@delawarenorth.com](mailto:csayles@delawarenorth.com)

**\*\*To order ice: [Email Chelsea Sayles](mailto:Chelsea.Sayles@delawarenorth.com) - \$10/bag\*\***

Sample portions must be under the following limits:

- Beer – 7 oz
- Wine/Wine Coolers/Spirit Coolers – 2 oz
- Liquor/Liqueurs – 0.5 oz

Alcohol cannot be served before or after the event hours.

All alcohol must be served in plastic or disposable cups.

Distribution of alcoholic products must be monitored & overseen by a staff bartender from Delaware North, the on-site liquor license holder. Guests must be 21 years of age to participate in the sampling with a picture I.D.

Bartender fees (\$20/hour) apply with 4-hour minimums for any sampling events.

**These fees do not apply to companies who are exhibiting in the Liquid Lounge.**

The Liquid Lounge will have Delaware North supervisory bartenders roaming the sampling space with these bartenders being paid for by show management.

Should a Liquid Lounge exhibitor prefer to have a Delaware North bartender in their space pouring for them, that bartender will need to be contracted directly with Delaware North and fees will apply to the exhibitor.

To request supervisory bartender (\$20/hour), **IF NOT IN LIQUID LOUNGE:** [Email Chelsea Sayles](mailto:Chelsea.Sayles@delawarenorth.com)

No corkage fees apply to this show based on Chapter 125.70 of Wisconsin's State Statutes

# SHIPPING



## ADVANCE SHIPMENTS

Labels should be addressed as follows:

Company Name, Booth #

c/o Wisconsin Expo, Inc

N113 W18750 Carnegie Drive

Germantown, WI 53022

## FIND SHIPPING LABELS IN THE WISCONSIN EXPO KIT

- All shipments must be sent prepaid. Collect shipments will be refused. Certified weight tickets are required for unloading.
- Shipments must arrive at the warehouse from **February 9, 2026, through March 6, 2026, between 8:00 am - 3:00 pm**. No shipments will be received at the warehouse on weekends or holidays.
- 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, FedEx, and van lines may not redirect shipments).
- An additional \$150 fee will be assessed for shipments received after the published dates and times listed.
- 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.

## **DIRECT SHIPMENTS**

Labels should be addressed as follows:

Expo Center at WI State Fair Park

c/o Wisconsin Expo, Inc

Exhibitor Name Booth #

8200 W Greenfield Ave

West Allis, WI 53214

## **FIND SHIPPING LABELS IN THE WISCONSIN EXPO KIT**

- All shipments must be sent prepaid. Collect shipments will be refused. Certified weight tickets are required for unloading.
- Shipments may arrive at the convention facility on **March 10, 2026, from 8 am – 4 pm.**
- It is your responsibility to instruct your carrier of the proper dates and times for direct deliveries to the convention facility.
- An additional \$150 will be assessed for shipments received after the published dates and times listed.
- 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.

**SEE DETAILS THAT WERE EMAILED  
TO YOU BY THE SHOW'S  
GENERAL CONTRACTOR  
WISCONSIN EXPO**

Below is an image of the Lead Retrieval information. For additional information and to register for Lead Retrieval – [Use this Link!](#)

**Wisconsin Food & Hospitality Expo \* [wifoodexpo.com](http://wifoodexpo.com) \* 608-440-0217 \* [pleuer@wirerestaurant.org](mailto:pleuer@wirerestaurant.org)**

# COOKING



If you are cooking, the State Fair Park requests that you review and adhere to the below rules. Important to note that you must have a fire extinguisher in your booth if cooking and it is imperative that your equipment is up to code. **If you don't meet that criterion, the fire marshal will shut your booth down.**

- Fire Extinguishers are required and must be readily available within any booth in which cooking will be taking place. Exhibitors using heated oil or grease for cooking (or for any other purpose), must have a type "K" fire extinguisher present. Fire code prohibits the use of any type "B" extinguisher to extinguish a cooking oil or grease fire.
  - Electrical appliances, sternos, and hot plates are the preferred methods for cooking. You must have a Type B fire extinguisher in your booth.
  - Gas Stoves are permitted but may only be used in the exhibit halls near the columns. Please refer to building services pricing for the cost of a gas hook-up.
  - **Fryers are permitted only if they have an airtight cover AND flooring that protects the expo floor and is slip proof. Permission to use frying equipment is required from State Fair Park management.** Open fryers are strictly prohibited inside the exhibit hall as grease and oil vapors will damage the HVAC equipment. You can request space to open air fry out on the loading docks.
- If you need clarification &/or approval re: frying at the Expo, please contact State Fair Park directly: [eventservices@wistatefair.com](mailto:eventservices@wistatefair.com)**
- All cooking equipment must be used only on non-combustible surfaces.
  - **Propane cooking is permitted but only with tanks of five pounds or less.** Tank must be secured in an upright position to avoid tipping over. Any reserve tanks must be secured and stored outside the facilities.

- Flame grills are permitted based on space availability outside of the exhibit hall on the loading dock. Dock space must be arranged in advance with permission of the State Fair Park management.
- Charcoal or wood use for cooking is strictly prohibited.
- Cooking is prohibited under any canopy or structure within the buildings.
- Grease and waste should only be disposed of in the designated grease disposal locations. Please do not use restrooms or exhibitors' clean-up room for disposal. Failure to comply could lead to a building clean-up fee of \$1,500.

# FOOD SAFETY



Our two organizations are strong supporters of food safety and believe it's paramount that our Wisconsin Food & Hospitality Expo exhibitors practice safe food handling. We ask that the food preparation and handling that you do within your exhibit space is in concert with the standards that are required by code in the state of Wisconsin. We ask that you monitor the following standards specifically:

- All cold foods maintained and served at 41°F or below.
- All hot foods maintained and served at 135°F or above.
- All hot foods to be cooled and reheated for the next day must be cooled to 41°F within 4 hours. An alternative method would be to cool the food to 70°F within 2 hours, then to 41°F within 4 hours.
- All leftover hot foods must be reheated to 165°F for 15 seconds and then can be held at 135°F.
- Avoid cross-contamination by eliminating the opportunity where food contact surfaces touch both raw and cooked foods.
- Handle all food products with proper utensils or by wearing non-latex, single-use gloves. Handling ready-to-eat foods with bare hands is prohibited by the Wisconsin Food Code.
- Make sure all of your booth workers are trained in how to properly wash their

hands and not to work with food if they are experiencing 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 brought to the event properly cleaned.

If you have any questions, please contact Susan Quam, Executive Vice President of the Wisconsin Restaurant Association at 608.216.2875 or [squam@wirerestaurant.org](mailto:squam@wirerestaurant.org). She will be glad to discuss any concerns you may have. Thank you for helping us make this a safe show for everyone.



# STATE FAIR PARK RULES



Thank you for exhibiting at an event at Wisconsin State Fair Park! For more information or to order your services online, [Use this Link!](#)

The following services are available through Wisconsin State Fair Park. They may be ordered in advance via the link above or ordered onsite (additional fees may apply) at the Exhibitor Services desk, located off Dock A. **Orders placed and paid for at least two weeks prior to the show open are eligible for an advanced rate on utilities.**

- Utilities (such as Electricity, Telephone Services, Gas, Air and Water)
- Sign Hanging
- Parking Passes

## General Policies for Exhibitors

Policies listed here are an abbreviated version of our Facility Rules and Regulations, which can be found on our website at <https://wistatefair.com/wsfp/facility-guidelines/>. Please contact us at 414.266.7300 or [eventservices@wistatefair.com](mailto:eventservices@wistatefair.com) with any questions.

## TAPE

Duct tape, clear tape, or any tape that leaves a residue is NOT allowed on the exhibit floor. If needed, an acceptable tape is available for purchase at the Exhibitor Services Desk of Dock A.

## EXHIBITOR ENTRANCE

Exhibitors are allowed entrance to the building through the Exhibitor Entrance Door on the dock (east) side of the facility. Designated entrance doors will vary based on show management direction.

## DOLLIES

Soft-wheeled dollies are permitted in the facility. Hard-wheeled dollies, to move equipment or supplies, are allowed only in the exhibit halls and loading docks. Steel-wheeled dollies or carts are NOT permitted in the Facility.

## **COLUMNS**

Column doors must always remain accessible; please keep this in mind if a column is in or near your booth. The West Allis Fire Department requires a three (3) foot clearance around any fire extinguisher including those on a column. No items can be attached to a column or wall. Fire extinguishers must always remain visible.

## **EXHIBITOR INTERNET ACCESS (NEW FOR FALL 2023)**

For situations where an internet connection is vital to your booth (eg. streaming video or accepting payments), we encourage renting a hardline connection or a secure, private wi-fi network from a third-party IT provider. Visit <https://wistatefair.com/wsfp/exhibitor-internet-access/> for more information.

## **SIGN HANGING**

All overhead signage must be hung by Wisconsin State Fair Park. Exhibitors who would like to suspend banners or other signage from the building rafters are asked to complete the sign hanging order form, <https://wistatefair.com/wsfp/sign-banner-hanginghttps://wistatefair.com/wsfp/sign-banner-hanging-order-form/order-form/>, to receive a custom quote for this service.

## **FOOD AND BEVERAGE**

All vendors participating in food and beverage sampling must follow the sampling guidelines provided by the event promoter and have correct food handling licenses as required by Local, State and Federal statutes.

## **SALE OF THC/CBD**

Wisconsin State Fair Park complies with and requires all activity on property to adhere to [Wisconsin State Statutes 94.55](#). Please see our Facility Guidelines and contact [eventservices@wistatefair.com](mailto:eventservices@wistatefair.com) for detailed information if applicable to your booth.

Wisconsin State Fair Park - 640 S. 84<sup>th</sup> St., West Allis, WI 53214



The City Fire Marshall requires disconnecting the battery, sealing the gas tank (duct tape is one suggestion), and placing a protective covering under the vehicle.

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

You must have less than 5 gallons of fuel in your vehicle upon entering the building.

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

Check local Fire Marshal rules and regulations for additional requirements.

The local fire department having jurisdiction over this location will inspect the vehicle before the general public is permitted to occupy the building and has final authority on whether your vehicle meets the specifications for being on display.

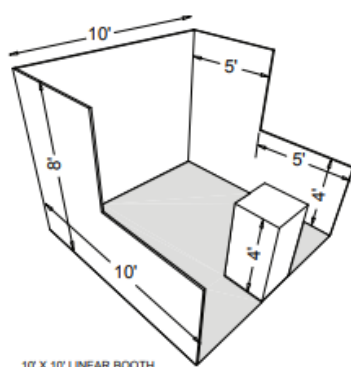
If you are planning to display a vehicle, you are required to provide the specs of your vehicle 2 weeks in advance to Pete Leuer of the Wisconsin Restaurant Association. [pleuer@wirerestaurant.org](mailto:pleuer@wirerestaurant.org)

The Wisconsin Restaurant Association must arrange a specific time for you to drive your vehicle into your exhibit space.

# BOOTH DESIGN REGULATIONS

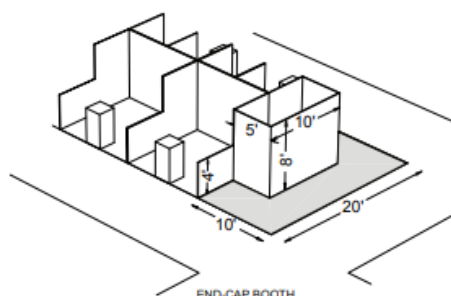


Wisconsin Food & Hospitality exhibits should be set up to follow the guidelines set by the International Association of Exhibits & Events. Those guidelines, as outlined below, are intended to ensure that all exhibitors have an unobstructed view. If you have any questions, please contact Dawn Faris at [dfaris@wirerestaurant.org](mailto:dfaris@wirerestaurant.org).



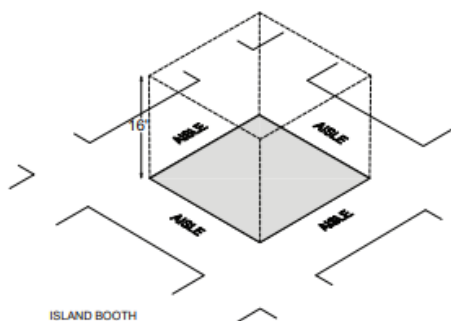
## Linear (In-Line)/Corner/Perimeter Booth

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called in-line booths. A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply. A Perimeter Booth is simply a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths except that the maximum backwall height 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.

# PROMOTION TOOLKIT



We've developed a toolkit of marketing opportunities to make it easy for you to spread the word about your presence at the Wisconsin Food & Hospitality Expo.

Visit our Toolkit to find ways to promote yourself. [Click Here to get started.](#)

Opportunities include:

- Use our fun “See us here” images, Expo logos, and email signature options for plug-and-play marketing of your presence at WF&HE.
- Suggestions on what you can post to your personal and company social channels to invite your followers to your booth
  - Examples of some of what you will find in the Toolkit. [Visit Now!](#)

