



## **BUILDING RULES & REGULATIONS**

### **ADA REGULATIONS**

Please take these ADA standards into account when designing your booth. Exceptions are allowed when the standards cause your business "undue hardship." Please make your displays as accommodating as possible.

- All aisles must be a minimum of 36" wide.
- Merchandise on display must be no more than 48" high or must have assistance.
- No protruding objects (trailer tongues, etc.) are allowed into the show aisles.
- No obstacles are allowed within 27" of the floor that a person with a visual disability cannot detect with a cane.
- Carpet must be less than 1/2" thick and tightly secured.
- The turning circle for a wheelchair allowance is a 60" diameter.
- All raised areas must be accessible by a ramp. Any item on display that is inherently inaccessible (i.e., boats, campers) is excluded from this.

### **BOOTH SAFETY GUIDELINES**

- All Structures, Docks and Displays are subject to all Federal, State and/or Local laws, ordinances, codes or guidelines.

### **BUILDING REGULATIONS**

- The Wisconsin Exposition Center is a smoke-free facility. Smoking is not permitted anywhere inside the facility.
- Aerosol cans for display purposes must be empty. Spray painting is not allowed in the Facility or on the surrounding grounds. All painting must be performed off-site.
- Decorations or other items shall not be attached or affixed to the Facility without prior approval of Facility Management. Direct application of double faced tape to any surface of the Facility is prohibited. If needed, an acceptable tape may be purchased at the Service Desk.
- Helium balloons are not permitted to be handed out inside the facility. They may be tethered to a display for decoration only. Balloons that are released in to the ceiling will be removed at the User's expense. Mylar (metallic) balloons are prohibited at all times.
- No hard wheel dollies are allowed to move equipment or supplies on the tile floor in the pre-function space. Only soft wheeled dollies are permitted. Steel wheeled dollies or carts are not permitted in the facility.
- Food and beverages are not allowed to be brought into or sold in the facility without the expressed written consent of the Wisconsin Exposition Center. Arrangements may be made with the concessionaire at: 414-727-8852.
- Pillars: There can be no blocking the fire extinguishers, or access panels.
- The use of electric carts, motorized equipment and bicycles is restricted to show management and employees of the official contractors, operator and operator's sub-contractors. Use of these vehicles is permissible only during non-public hours.
- The cleaning crews will not enter your display to clean. If you need anything to be thrown away, put it in the aisle each day after the show closes.

### **CARPET**

**Deadline: December 28, 2021**(for special rates)

**Carpet Installation: Tuesday, January 18 (7 am-1 pm)**

It is **MANDATORY** that bulk displays have at least nine foot (9') wide carpet on any portion of their exhibit space that borders an aisle.

- You may bring and lay your own carpet as always,
- **Valley Expo Services is the only decorator / rental company allowed to rent and install carpet to boat show exhibitors.**
- ShowSpan has negotiated special pricing through Valley Expo Services to meet the minimum requirements. You may take advantage of the special discount carpet package outlined as follows:

#### **Minimum requirement (A specially negotiated rate)**

- Nine foot (9') wide border carpet (available in Black, Burgundy, Blue or Green) can be rented from Valley Expo Services to fulfill the mandatory carpet requirement on all bulk boat displays for **\$3.44 per linear foot**.
- **After January 2, 2019** but prior to show opening, the rate changes to **\$4.65 per square foot**, approx. **NINE (9) times** the early rate!
- A form is enclosed with your footage calculated.
- You may also choose to carpet your entire exhibit space for \$3.10 per square yard.

The Carpet will be installed and covered with visqueen in advance of your move in.

Please call VALLEY with carpet questions at 815-873-1500

#### **CARPET TAPE (installing your own carpet)**

Be sure the carpet tape you use in your display, does not leave any residue on the floor. The building will charge you for any carpet tape residue cleaning. If you do not have the proper carpet tape, it can be purchased from Valley Expo Services, during move-in.

#### **CONSTRUCTION / Dock or Display Related**

Any dock construction or construction of any kind on displays, etc. are subject to all Federal, State and/or Local laws, ordinances, codes or guidelines.

#### **EXHIBITOR APPOINTED CONTRACTORS**

Valley Expo Services and the Wisconsin Expo Center have been designated as the decorator/rental/utility companies **EXCLUSIVELY** that will be allowed to rent equipment or provide services to exhibitors in the Wisconsin Exposition Center.

#### **FOOD & BEVERAGES:**

**NO ALCOHOLIC BEVERAGES** of any kind are permitted inside the building. Exhibitors are not permitted to bring in, distribute or sell food without permission from Carrie Obradovich, GM; call her at 414-443-2101.

- Food Sample/Sales Regulations: Please refer to the Food Samples & Sales Form found on the "Show Info & Forms/Service Forms" tab in your online exhibitor kit.

## FUEL RESTRICTIONS

- Fuel in gasoline and diesel powered equipment is “limited to not more than the lesser of ¼ tank or 5 gallons of fuel per vehicle when entering the building.” All tanks will be subject to inspection by the West Allis Fire Department.
- When it is necessary to drain the excess fuel from the tank, the draining operation shall take place outside of the building.
- The fill cap shall be of a lock type or the cap shall be securely taped with a material that is not soluble in a petroleum fuel.
- The grounding cable shall be disconnected from the battery terminal. The grounding cable and exposed battery terminal shall be completely covered with tape to be electrically insulated.

## MUSIC LICENSING

We remind you that by signing your contract you have agreed to indemnify and hold ShowSpan, Inc. harmless for all licensing and enforcement fees for recorded or live music played by you. ShowSpan, Inc. will take no responsibility for licensing fees which you may owe or charges that may result from your failure to obtain licenses from such licensing organizations as the American Society of Composers, Authors & Publishers (ASCAP) or Broadcast Music, Incorporated (BMI).

## SELLING PERMIT

Wisconsin Law requires that any vendor selling merchandise must complete form S-240. The form may be obtained on the internet at the following address:

<https://www.revenue.wi.gov/DORForms/s-240f.pdf>

- Be sure to provide ShowSpan with a copy.

## SECURITY

Exhibitors should never assume any building is completely secure – it is not. Each exhibitor must take responsibility for the security of all items in their display.

- We will maintain strict building security from the close of the show until the show opens to the public the following day.
- Neither ShowSpan, Inc., nor the Wisconsin Expo Center at State Fair Park can guarantee full protection. Reasonable effort is made by each organization to guard against theft, damage, and other undesirable occurrences, but the ultimate burden falls on the exhibitor.

## SIGNS & BANNERS

- A sign order form must be completed if banners or signs need to be hung from the ceiling of the Wisconsin Expo Center. The order form must be sent to the Wisconsin Expo Center a minimum of (14) days in advance of the show.
- Signs and banners may NOT block the view of a neighboring display.
- Except with the permission of show management, all signs shall remain within the exhibitor's space and must be designed and constructed so as not to detract from adjacent exhibits.
- Two-Sided banners are PROHIBITED for all booths that are only 10' deep and are extremely restricted for all other booths.

### Shipping Signs by Freight:

- Signage is the only freight that the Wisconsin Expo Center accepts prior to move-in.
- If you send your sign by freight – **IT MUST BE CLEARLY MARKED that it is a sign.**
- Freight must specify that it is for the Milwaukee Boat Show.
- Include your Company Name and Space #.
- If the freight does not include all the above information – it will be refused.

### Delivering Signs to the Wisconsin Expo Center at the State Fair Park:

- Signs must be delivered to Technical Services Desk (located on the Loading Dock, between doors A & B)
- **Do not send signs to the building prior to Monday, January 17 The building has no means of storage, and will refuse your shipment.**
- **Notify Ian Heilmann prior to shipping**
- Signs need to be received **no later than 12noon, Tuesday, January 18.**
- If assembly is needed for your sign, it is to be completed on **Tuesday morning, January 18.**
- Labor does not include assembly – in regard to sign hanging. Assembly must be done by the exhibitor or labor can be contracted through Valley Expo Services.