

3/31/21



Thank you for your participation in the show held at Wisconsin State Fair Park May 5-9, 2021.

Public Show Dates & Hours

Wednesday, May 5 through Sunday, May 9, 2021

Wednesday	3 p.m.	to	9 p.m.
Thursday to Saturday	10 a.m.	to	9 p.m.
Sunday	10 a.m.	to	6 p.m.

Show Location

Wisconsin State Fair Park-
Exposition Center
640 South 84th St
West Allis, WI 53214
(414) 266-7000

Hotel

Hampton Inn & Suites Milwaukee West
8201 W. Greenfield Ave
West Allis, WI 53214
(414) 436-2300
Booking Link: <http://group.hamptoninn.com/mlck7>

Show Management

Show Management will be located at the Exposition Center lobby registration desk, located adjacent to the show entrance. Scott is also available at 323-308-5600.

Directory of Contractors & Facilities

SHOW MANAGEMENT

Lobby Registration Desk in Exposition Hall
Phone: (323) 308-5600

SHOW MANAGEMENT COMPANY

Steve Freeman Events
P.O. Box 46009
West Hollywood, CA 90046
Phone: (323) 216-7557

SHOW FACILITY

Wisconsin State Fair Park
640 S. 84th Street
West Allis, WI 53214
Phone: (414) 266-7000

INSTALLATION/DISMANTLING/ MATERIAL HANDLING & SHIPPING SERVICES

GES
7050 Lindell Road Las
Vegas, NV 89118
Phone: (800) 801-7648

ELECTRICAL SERVICES

Exhibitor Services
Wisconsin State Fair Park
640 S. 84th Street
West Allis, WI 53214
Phone: (414) 266-7000

TELECOM SERVICE

See page 21

RECOMMENDED CARPET SUPPLIER

GES
Phone: (800) 801-7648

HOTELS

Hampton Inn & Suites
Milwaukee West
8201 W. Greenfield Avenue
West Allis, WI 53214
Phone: (414) 436-2300

PUBLIC RELATIONS

DeeDee Taft
Spin Communications
Cell: (415) 515-1229
Email: deede@spinpr.com

CATERING

Katie Plautz
katie.plautz@wistatefair.com

VEHICLE PORTER SERVICE

Show Fleet by Professional
Detailers 601 North Batavia
Street
Orange, CA 92868
Phone: (800) 457-7558

Cosmetic Car
Care 12
Mauchly, Bldg.
F Irvine, CA
92618
Phone: (949) 453-1200

SECURITY SERVICES

Security supplied by facility
Email Ian at Ian.Heilmann@wistatefair.com

Move-In & Set-Up Information

Booth Vendor Move-In

All booth vendors can set-up on Tuesday afternoon, May 4 from 1 p.m. to 5 p.m. or Wednesday, May 5 from 8 a.m. to 12 noon. Upon arrival, please check in at the lobby registration desk. All booths and displays must be completed by 2 p.m. on Wednesday, May 5.

Exhibitors may use their own two-wheel carts to unload any materials up to 500 lbs. Any booth material in excess of 500 lbs will be subject to cwt charges by the general service contractor whose staff will need to unload material/deliver it to the booth.

Any materials shipped to the show will be subject to GES handling charges. Please refer to the Material Handling form in the GES packet online at <https://ordering.ges.com/071601441>

If you need electric, please plan to order in advance to avoid onsite floor rates. Please refer to the electrical order form located on the exhibitor tab at autoshowmilwaukee.com.

Note: Directions-

- **Exit I-94 at 84 St South.**
- **Continue on 84 St and make a left/go east on Greenfield**
- **Enter the Expo Vendor lot via Gate 1.**
- **Check in at lobby registration desk in Exposition Center.**

Booth Exhibitor Move-Out

Move-out will be on Sunday, May 9 from 6 p.m. until 10 p.m. All display items and/or product must be removed by 10 p.m. on Sunday.

Booth Exhibitor Restrictions

Height – 8' maximum height

Sides – Sides must remain open above the three-foot divider rail to prevent blocking the view of exhibitors on either side.

Overheads – No canopies or tents of any kind are permitted in booth areas.

Exhibitor Entrance Procedure

No passes, badges or exhibitor identification will be mailed in advance of the show.

All personnel working the show must pick up and sign for their own entrance credentials at the special exhibitor registration desk located in the entrance lobby of the exposition center.

Employees, relatives, neighbors and friends of exhibitors without an admission ticket are not eligible for free admission to the auto show.

NOTE: In accordance with our liability insurance, *no one under the age of 16 years old will be permitted to enter the exposition center with an exhibitor badge during set up or tear down.*

Exhibitor Dress Code

All personnel working within your exhibit area must wear suitable attire. A uniform appearance for all employees representing your company is preferred. Ripped shirts, printed t-shirts, jeans with holes, dirty jeans or sneakers are not acceptable expo attire. **Booth personnel not dressed accordingly will not be admitted into the show.**

Exhibitor Services Provided in Booth Rental Charge

The following items and services are included in the booth rental charge:

- One (1) table
- Two (2) chairs
- Back drape
- Side drape
- Daily emptying of all exhibit area waste containers

Any other items such as carpet are the responsibility of the exhibitor. These items can be ordered through GES at <https://ordering.ges.com/071601441>

Fire Regulations

Exhibitors must comply with all federal, state, and local fire codes which apply to places of public assembly, in particular, Chapters 5, 8, and 31 of the Life Safety Code. All curtains, buntings, draping, etc., of any kind must be flameproof. Special care should be taken not to block or obstruct any fire hose or fire extinguisher cabinets, fire pull boxes, or entrances and exits within the Exposition Center.

Security

We ask that you cooperate with all security guards working the show, particularly at the entrances and exits. All exhibitors and personnel working the show must enter and exit through the show lobby or dock exhibitor entrances. Doors to the outside on the actual show floors may not be used and are not to be propped open.

If your display contains something of particular value, it is recommended that you secure it overnight.

Particular attention should be given to personal items, such as briefcases, handbags, wallets, and coats. In addition, exhibitor personnel should remain in your exhibit area until the public has been totally cleared from the building and all exhibit spaces have been secured for the evening.

Please note if you need to hire booth security, you must utilize the auto show's approved event security company for insurance purposes. The facility is the exclusive provider of security services. Please contact Ian Heilmann at Ian.Heilmann@wistatefair.com for assistance.

NOTE: *The Automobile Dealers Association of Mega Milwaukee, Inc. and Steve Freeman Events LLC cannot be held responsible for the theft of items from exhibitor area.*

Exhibitor Presentation Restrictions

An exhibitor may not work, sell or distribute literature from any area other than the space rented by the exhibitor. Sales presentations, distribution of literature, and public surveys are strictly forbidden from being conducted in public aisles, other exhibit spaces, or any other public areas of State Fair Park. All public address systems must be kept to a volume so as not to disturb your neighboring exhibitors.

Under no circumstances are helium balloons or adhesive-back decals to be given away or permitted to be used in the center. Any cost incurred by the center from the use or removal of these items will be charged to the exhibitor.

No carts or hand trucks with hard wheels are permitted on State Fair Park carpeted surfaces.

Passenger elevators and escalators may not be used for transporting freight and exhibit material from level to level. Two freight elevators are provided for this purpose.

Display trucks or trailers may not be stored on State Fair Park property.

Sales Tax

All booth exhibitors selling items must provide a receipt or sales slip to each customer. All booth exhibitors must be licensed to sell and collect sales tax in the State of Wisconsin. For more information, please check the following web site: <http://www.dor.state.wi.us/>.

Music at the Show

Due to ASCAP and BMI licensing restrictions, there cannot be any music played in any display at the show. Jingles and commercials produced by a manufacturer, that are the property of the manufacturer, can be used throughout the show.

Background music through the use of a television, radio, stereo, cassette tape, or laser disc cannot be used, as this is an infringement on the original copyright.

If you have any questions or wish to obtain a license from ASCAP or BMI, please contact either organization.

Important Rules & Requirements

Show Giveaways

Wisconsin State Lottery law mandates that all exhibitors planning to use any type of giveaway featuring door prizes, merchandise, or cash must first have authorization by Show Management to do so. Show Management will then provide you with the necessary disclaimer and posting requirements as required by law.

Liability

Each exhibitor is entirely responsible for the space allotted him through his contract. Each exhibitor agrees to reimburse State Fair Park for any damage to the floor, ceilings, or walls within his contracted area.

The State of Wisconsin, The Wisconsin State Fair Park, and their agents and employees, the Automobile Dealers Association of Mega Milwaukee, Inc., GES and Steve Freeman Events LLC assume no liability or responsibility for any loss or theft. Therefore, it is the exhibitor's responsibility to provide their own insurance coverage for vehicles, exhibits and materials.

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Important Rules & Requirements

Insurance Requirements

All exhibitors, exhibit houses, porter service companies, and outside service companies providing any equipment or services to the Greater Milwaukee International Car and Truck Show or its exhibitors must secure a broad-form comprehensive general liability insurance policy.

All exhibit houses must include all clients on the certificate of insurance to insure proper coverage during the show.

The exhibitor shall procure, at its sole cost and expense, and shall maintain in force at all times during the term of the auto show contract (including move-in and move-out), policies of insurance as herein below set forth, written by an insurer having a Best's rating of at least "A" and shall deliver to Show Management evidence of such policies as set forth herein. These policies shall be endorsed in form acceptable to Show Management to include a provision that the policy will not be cancelled, materially changed, or not renewed without at least thirty (30) days prior written notice to Show Management, by certified mail, return receipt requested, and state or be endorsed to provide that the coverage afforded under the policies shall apply on a primary and not on an excess or contributing basis with any policies which may be available to Show Management. Policies written on a "claims-made" basis are not acceptable. At least two weeks prior to the expiration of the policies, evidence of renewal or replacement policies of insurance, with terms and limits no less favorable as the expiring policies, shall be delivered to Show Management. Deductibles of self-insured retention above \$25,000 will require approval from Show Management.

1. A Commercial General Liability insurance policy (I.S.O. Form CG 00 01 or equivalent approved by Show Management) in the Exhibitor's name with any full or part-time employees; members of the Board of Directors of the Automobile Dealers Association of Mega Milwaukee, Inc.; The State of Wisconsin, The Wisconsin State Fair Park, and their agents and employees, GES and Steve Freeman Events LLC named as additional insured (I.S.O. Form CG 20 10 or equivalent approved by Show Management) with limits of liability in the amounts of \$2,000,000 occurrence/ \$2,000,000 aggregate on a combined single limit basis for injuries to persons (including death), contractual liability and damage to property.
2. Automobile and Truck Liability Insurance Policy in the Exhibitor's name with with any full or part-time employees; members of the Board of Directors of the Automobile Dealers Association of Mega Milwaukee, Inc.; The State of Wisconsin, The Wisconsin State Fair Park, and their agents and employees, GES and Steve Freeman Events LLC named as additional insured with limits of liability in the amount of \$2,000,000 each occurrence, on a combined single limit basis for claims for bodily injuries (including death) to persons and for damage to property arising out of the ownership, maintenance or use of any owned, hired or non-owned motor vehicle.
3. Worker's Compensation Insurance (including Employer's Liability Insurance) with limits of \$1,000,000/\$1,000,000/\$1,000,000.

Important Rules & Requirements

Insurance Requirements (cont.)

4. Any additional insurance policies necessary to obtain required permits or otherwise comply with applicable law ordinances or regulations regarding the performance of your contract.

Exhibitor shall provide to show management a Certificate of Insurance as evidence of such aforementioned policies at least thirty (30) days prior to the auto show; however, if requested by Show Management, the Exhibitor shall deliver to Show Management within 10 days of the request, a copy of such policies, certified by the insurance carrier as being true and complete. The Certificate of Insurance must (1) indicate the I.S.O. Form used by the carrier, (2) be signed by an authorized representative of the insurance carrier, (3) disclose any deductible, self-insured retention, aggregate limit or any exclusions to the policy that materially change the coverage, (4) indicate that any full or part-time employees; members of the Board of Directors of the Automobile Dealers Association of Mega Milwaukee, Inc.; The State of Wisconsin, The Wisconsin State Fair Park, and their agents and employees, GES and Steve Freeman Events LLC are additional insured on all policies (except Worker's Compensation), (5) reference the auto show name and location on the face of the Certificate and (6) expressly reference the inclusion of all required endorsements. If requested by Show Management, the Exhibitor must furnish within thirty (30) days of a request, proof that the person signing the Certificate is authorized by the insurance carrier. If, at any time during the period of this Contract, insurance as required is not in effect, or proof thereof is not provided to Show Management, Show Management shall have the options to: (1) direct the Exhibitor to suspend work with no additional cost or extension of time due on account thereof, (2) obtain the required insurance at Exhibitor's expense providing Show Management with coverage immediately, or (3) treat such failure as an event of default.

The Contractor shall immediately file with Steve Freeman Events LLC P.O. Box 46009 West Hollywood, CA 90046, a notice of any occurrence likely to result in a claim against Show Management.

The certificate holder is ADAMM.

Show Management and/or the official show general contractor may request verification of this policy during move in of the auto show before any services or equipment may be provided.

All policies must provide coverage from the first move-in date, May 3 to the last move-out date, May 10. The Certificate of Insurance must be received by Show Management no later than April 5. **This deadline will be strictly enforced. Access to the building may be denied to those suppliers that have not provided a policy to Show Management on or before the deadline date.** A sample of a correctly completed insurance policy is located under GES forms for your review. Please be sure to add all the additional insured information to each policy.

Please email certificates of insurance to Steve@stevefremanevents.com