



GREATER
milwaukee
 INTERNATIONAL
CAR & TRUCK SHOW
 presented by **ADAMM**
Automotive Dealers Association of Metropolitan Milwaukee, Inc.

February 26- March 6, 2022
 Wisconsin Center

3rd Level
 Exhibit Hall

Revision Date: Feb. 14, 2022

Exhibit Setbacks
 on aisles: 1'-0"
 on exhibits: 2'-0"

Display Height*
 Restrictions
 M-1 thru M-12: 24'
 B-1 thru B-8: 24'
 BL-1 thru BL-7: 17'
 L booths- 10'

*ceiling height varies

Lobby to Exhibit Hall Door Height-
 9'4"

Building
 Expansion
 Area

LOADING
 DOCKS

Vehicle
 Entrance

Vehicle
 Entrance

EMERGENCY
 EXIT

Seating

EMERGENCY
 EXIT STAIRS

EMERGENCY
 EXIT STAIRS

M-13
 Pre-Owned
 Showcase
 6,243 sf

M-15
 Reina
 Luxury
 2,640 sf

M-3
 Buick

M-4

M-14
 Air-
 stream

M-9
 Nissan
 2,250 sf

M-11
 Honda
 4,050
 sf

M-8
 Kia
 5,230
 sf

M-2
 Hyundai
 7,920 sf

M-5
 Subaru
 11,500 sf

Stellantis
 20,033 sf

M-1
 Ford
 21,295 sf

M-6
 Toyota
 19,173 sf

M-7
 Chevrolet
 20,187 sf

Ford
 845 sf

L7
 Tuscany,
 Shelby &
 SCA
 Performance

Up & Down

Up & Down

2,610 sf