

1/23/23



This Service & Information Manual contains material which is vital to the successful planning, marketing and management of your display in the Milwaukee Auto Show. Failure to read this manual and respond promptly in ordering services could result in higher rates.

The services and contractors listed in this manual are for your convenience. Show Management suggests that you employ the services of Shepard Exposition Services (Shepard), the official show contractor, for your greatest efficiency and ease, since they are familiar with the show and work schedule. All independent contractors must coordinate their work schedules with Shepard and comply with the guidelines and insurance requirements.

Please note that insurance policies must provide coverage for all dates from move in through move out. All policies must include additional insured information as is listed in the Important Rules and Requirements section of this manual. All insurance policies must be completed correctly. Policies that are not completed correctly will be returned. All exhibit set up contractors must submit a correct and complete policy at least thirty (30) days prior to the first move-in day of the show or they will not be permitted to work in the Wisconsin Center.

The most up-to-date exhibitor information, including CAD floor plans (DWG format) and a link to Shepard services can be accessed via the "Exhibitors" link at [www.AutoShowMilwaukee.com](http://www.AutoShowMilwaukee.com).

It is important that you review this manual with those persons or agents having responsibility for your participation in the show. We wish you a most successful Milwaukee Auto Show!

Show Management

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## *Exhibitor Action Item Checklist*

<b>Action Items</b>	<b>Due Date</b>
Ordered electrical service	See online
Sent electrical blueprints to SFE & the center	January 28
Ordered telecom service	See online
Ordered vehicle cleaning & porter service	January 21
Ordered labor and freight	Feb. 1
Sent liability insurance policy to SFE	Feb. 10

## *COVID-19 Guidelines*

Masks are optional.

# *Directory of Contractors & Facilities*

## SHOW OFFICE

Room 103D  
Phone: (323) 216-7557

## SHOW MANAGEMENT COMPANY

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

## SHOW FACILITY

Wisconsin Center  
400 West Wisconsin Avenue  
Milwaukee, WI 53203  
**Phone:** (414) 908-6000  
**Fax:** (414) 908-6010

## INSTALLATION/DISMANTLING/ MATERIAL HANDLING & SHIPPING SERVICES

Shepard Exposition Services (Shepard)  
1531 Carroll Drive, NW  
Atlanta, GA 30318  
**Phone: 404-720-8600**  
**Orders@shepardes.com**

## ELECTRICAL SERVICES

Exhibitor Services  
Wisconsin Center  
400 West Wisconsin Avenue  
Milwaukee, WI 53203-2104  
[ExhibitorSvc@wcd.org](mailto:ExhibitorSvc@wcd.org)

## TELECOM SERVICE

Wisconsin Center District  
400 West Wisconsin Avenue  
Milwaukee, WI 53203-2104  
[ExhibitorSvc@wcd.org](mailto:ExhibitorSvc@wcd.org)

## RECOMMENDED CARPET SUPPLIER

Shepard Exposition Services (Shepard)  
1531 Carroll Drive, NW  
Atlanta, GA 30318  
**Phone: 404-720-8600**  
Orders@shepardes.com

## HOTELS

Hilton Milwaukee City Center  
509 W. Wisconsin Avenue  
Milwaukee, WI 53203  
**Phone:** (414) 935-5940

## PUBLIC RELATIONS

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

## FOOD CONCESSIONAIRE

Levy Restaurants  
Wisconsin Center  
400 West Wisconsin Avenue  
Milwaukee, WI 53203  
[ExhibitorSvc@wcd.org](mailto:ExhibitorSvc@wcd.org)

## 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 Brad Roberts at [BRoberts@wcd.org](mailto:BRoberts@wcd.org)

# **General Show Information**

## **Public Show Dates & Hours**

Saturday, February 25 through Sunday, March 5, 2023

Monday - Thursday	3 p.m.	to	9 p.m.
Friday	12 noon	to	9 p.m.
Saturdays	10 a.m.	to	9 p.m.
Sundays	10 a.m.	to	6 p.m.

## **Show Location**

Wisconsin Center  
400 West Wisconsin Avenue  
Milwaukee, WI 53203  
(414) 908-6000

## **Hotel (Connected via Skywalk)**

Hilton Milwaukee City Center  
509 W. Wisconsin Ave  
Milwaukee, WI 53203  
(414) 935-5940

Link for show rates available on exhibitor page of [autoshowmilwaukee.com](http://autoshowmilwaukee.com)

## **Show Office & Exhibitor Lounge**

During move in, Show Management will be located in Room 103D, accessed from the lobby. The number is 323-216-7557. On show days, show management will be available at the W. Wisconsin Ave show entrance registration desk.

An exhibitor lounge will be provided in the lobby foyer outside Room 101 all show days except Friday, March 3 when the space will be used for a student tech competition. Show Management will provide an alternate space during this period.

## **Show Gala – Friday, February 24, 2023**

The Show Gala will be from 6:30 p.m. to 12 midnight at the Wisconsin Center in the exhibit hall until 9:30pm and then in the ballroom and street level lobby until 12 midnight.

Staffing for the exhibit hall should be display coordinator/manager only. No product specialists or narrators should be scheduled. As this is a charity function, we request that staff do not partake in any food or beverage unless they have purchased a gala ticket. For additional information, please contact Deb Kruse at [deb@adamm.org](mailto:deb@adamm.org) or (414) 359-9000.

## **Employee Appreciation Days – February 27-28 & March 5 only**

Dealership employees must present proof of employment ID with business card, dealership ID or a paycheck stub, along with a driver's license at the exhibitor registration desk at the West Wisconsin Avenue and North Fourth Street show entrance for free admission to the show on Monday, February 27, Tuesday, February 28 and Sunday, March 5, 2023 only. Employee may bring one guest or immediate family.

## **Move-In & Set-Up Information**

### **IMPORTANT INFORMATION FOR YOUR FREIGHT CARRIERS**

All drivers must check in at the Marshaling Yard. Upon checking in at the yard, drivers will be given a window card and will be directed to the Wisconsin Center as dock space is available. The yard is located at:

Milwaukee Auto Show  
Your Company Name & Booth Number  
640 South 84<sup>th</sup> Street (North Lot 2)  
West Allis, WI 53214

#### **North Lot 2**

**In order to expedite the unloading/loading of trailers on site, when possible, we will bring the trailers right onto the show floor. However, we are not able to do this when the trailers are covered in snow. The snow melts damaging the carpet and causing slip hazards. If your truck is covered in snow, we recommend that you stop at a truck wash before arriving at the marshalling yard. Trailers with snow on them, will not be brought on to the show floor.**

**If you have any questions, please contact Shepard at:**

**Phone: 404-720-8600 • Email: [Orders@shepardes.com](mailto:Orders@shepardes.com)**

### **Carpet Installation, Freight Deliveries & Exhibit Set-Up**

In order to ensure a smooth and efficient move-in, a detailed schedule has been developed. Please distribute copies of this schedule to freight carriers and exhibitor appointed contractors. Trucks will not be permitted to enter the up ramp to the loading docks until their scheduled time. The display supervisor should be on-site at the start of the freight target time in order to direct crate placement. Labor for exhibit installation should be ordered no sooner than two hours after the beginning of the targeted time for freight deliveries as denoted on the schedule. All crates must be emptied and labeled for empty storage no later than Wednesday, February 22 at 3 p.m. for Shepard to remove them from your exhibit space. Any request for an earlier move-in then specified on the schedule should be directed to SFE at (323) 216-7557.

**NOTICE: Failure to adhere to the timelines designated in the following schedule or failure to provide an electrical order with a blueprint could result in a 30% off target surcharge on freight, labor or services.**

## *Move-In & Set-Up Information*

### **Carpet Installation, Freight Deliveries & Exhibit Set-Up (cont.)**

#### **Ballroom & Lower Level Lobby – Monday 2-20-23 and Tuesday 2-21-23**

EXHIBITOR		Floor Layout		Electrical		Carpet/Visqueen		Freight	
		Start Mon 2-20	Done Mon 2-20	Start Mon 2-20	Done Mon 2-20	Start Tues 2-21	Done Tues 2-21	Start Tues 2-21	Done Tues 2-21
B-1	Lincoln	12 n	2 p	2 p	5 p	8 a	12 n	12 n	4 p
B-2	Lexus***	12 n	2 p	2 p	5 p	8 a	12 n	8a Wed	12n Wed
B-3	BMW	12 n	2 p	2 p	5 p	8 a	12 n	12 n	4 p
B-4	Audi	12 n	2 p	2 p	5 p	8 a	12 n	12 n	4 p
B-5	Acura	12 n	2 p	2 p	5 p	8 a	12 n	12 n	4 p
B-6	Cadillac	12 n	2 p	2 p	5 p	8 a	12 n	12 n	4 p
B-7	Porsche	12 n	2 p	2 p	5 p	8 a	12 n	12 n	4 p
B-8	Mercedes-Benz	12 n	2 p	2 p	5 p	8 a	12 n	12 n	4 p
G-1	Bennett	12 n	2 p	2 p	5 p	8 a	12 n	12 n	4 p
G-2	Jag/LR/ Volvo	12 n	2 p	2 p	5 p	8 a	12 n	12 n	4 p

## *Move-In & Set-Up Information*

### **Carpet Installation, Freight Deliveries & Exhibit Set-Up (cont.)**

#### **MAIN EXHIBIT HALL**

EXHIBITOR		Floor Layout		Electrical		Carpet		Freight	
		Start Mon 2-20	Done Mon 2-20	Start Mon 2-20	Done Mon 2-20	Start Mon 2-20	Done Mon 2-20	Start Tues 2-21	Done Tues 2-21
M-1	Ford	12 n	2 p	2 p	4 p	4 p	8 p	8 a	12 n
M-3	Mazda	12 n	2 p	2 p	4 p	4 p	8 p	8a	12 n
M-4	Stellantis	12 n	2 p	2 p	4 p	4 p	8 p	8 a	12 n
M-5	Subaru	12 n	2 p	2 p	4 p	4 p	8 p	8 a	12 n
M-6	Toyota	12 n	2 p	2 p	4 p	4 p	8 p	8 a	12 n
M-7	Chevrolet	12 n	3 p	3 p	5 p	5 p	11 p	11 a	3 p
M-8	Kia	12 n	3 p	3 p	5 p	5 p	11 p	11 a	3 p
M-9	Nissan	12 n	3 p	3 p	5 p	5 p	11 p	11 a	3 p
M-11	Honda	12 n	3 p	3 p	5 p	5 p	11 p	11 a	3 p
M-13	Buick/GMC	1 p	3 p	3 p	5 p	5 p	11 p	11 a	3 p
M-14	Open	1 p	3 p	3 p	5 p	5 p	11 p	11 a	3 p
M-2	Hyundai	12 n	2 p	3 p	5 p	Tues 8a	Tues 2p	Wed 8 a	Wed 12 n

## *Move-In & Set-Up Information*

### **Carpet Installation, Freight Deliveries & Exhibit Set-Up (cont.)**

All crates must be emptied and labeled for empty storage no later than Wednesday, February 22 at 3 p.m. for Shepard to remove them from your exhibit space. Hyundai needs to have empties ready by 5 p.m.

#### **Show Vehicles**

Vehicle move-in will take place on Thursday, February 23 beginning at 8:30 a.m. and will continue until 2 p.m. All show vehicles must enter the center on this day. All vehicles are to be free of any

snow prior to entering the complex. All displays must be completed by 6 p.m. on this day. **Move-in and set-up ends today.**

Under no circumstances should the visqueen that was installed to protect your carpet be removed until all vehicles are placed and detailed. **Exhibitors or your porter service company will be responsible for any stains that are made by tire treads or tire dressing.** Once the vehicles have been placed and detailed, exhibitors may remove the plastic and place it in the public aisle for pick up.

**City officials will be inspecting and tagging every vehicle on Friday, February 24 from 9 a.m. to 12 Noon. All exhibits must be sure to have someone onsite for the inspection. Vehicle hoods should be up and taped gas caps should be visible.**

Please see the following vehicle move-in schedule to determine the time to bring vehicles on the floor.

**Show Vehicle Move-In - Thursday, February 23 – 8:30 a.m. – 2 p.m. Main Exhibit Hall – 3<sup>rd</sup> Level Note: The ramp entrance for the following spaces is located on Northbound Sixth Street between West Wells St. and Kilbourn Ave.**

**Displays: Ford, Hyundai, Buick/GMC, Stellantis, Subaru, Toyota, Chevrolet, Kia, Nissan, Mazda, and Honda.**

**Street Level Ballroom and Street Level Lobby**

**Displays: Acura, Lexus, BMW, Mercedes-Benz, Volkswagen, Lincoln, Cadillac, Porsche, Jaguar, Land Rover, Volvo, Bennett and A&J's Mobility.**

**Note: The vehicle entrance for these spaces is located on West Wells St. between North Fourth St. and North Sixth St.**

### **Mandatory City Inspection**

**City officials will be inspecting and tagging every vehicle on Friday, February 24 from 9 a.m. to 12 Noon. All exhibits must be sure to have someone onsite for the inspection. Vehicle hoods should be up and taped gas caps should be visible.**

## ***Move-In & Set-Up Information***

### **Building Access During Set-Up**

To provide complete security for exhibitors and their possessions, it is important that all exhibitors observe the following daily access hours. Your cooperation is appreciated.

Tuesday, February 21	7:30 a.m. to 8 p.m.
Wednesday, February 22	7:30 a.m. to 8 p.m.
Thursday, February 23	7:30 a.m. to 6 p.m.



## *Move-Out Information*

### **Move-Out & Building Access Hours**

Move-out will take place on Sunday, March 5 from 6 p.m. until 10 p.m. and Monday, March 6 from 8 a.m. to 3 p.m.

Shepard will begin removing aisle carpet at 6 p.m. in exhibit areas where the public has cleared.

Exhibitors may attach the battery cables at 5:45 p.m., but you may not begin vehicle move-out until the announcement has been made to do so.

All vehicles must be removed from the center on Sunday evening, March 5 between the hours of 6:30 p.m. and 9 p.m., as the general contractor will be returning all empty crates to each display area which could result in damage to your vehicles.

All crates will be returned to each display area beginning at 9 p.m.

Exhibits must be crated by 3 p.m. on Monday, March 6.

Lobby booth exhibitors must be completely moved out by 11 p.m. Sunday.

### **Literature Removal**

Literature removal after the show is the responsibility of the individual exhibitor. Removal of literature that has been left behind will be invoiced to the exhibitor at prevailing rates. We recommend that any remaining literature be placed in vehicle trunks and returned to the participating dealerships for use in their showrooms.

# *Ticketing & Exhibitor Admittance Information*

## **Public Admission Prices**

Adults (*13 and over*) ----- \$15                  Children (*12 & under*) -----FREE  
Senior Citizens (*62 & over*)----- \$10  
Military (any DOD ID).....\$10

## **Complimentary Admission Tickets**

Each participating Association dealer member will receive twenty-five (25) complimentary “Good Any Day” admission tickets. (Tickets are mailed only to Association dealer members.) These are for the personal use of the dealer principal, as we will see that all factory personnel receive their complimentary admission tickets when they check in at the Auto Show Office.

# ***Ticketing & Exhibitor Admittance Information***

## **Exhibitor Entrance Procedure**

All sales staff, manufacturer representatives and booth vendors will check in and pick up a show badge at the Wisconsin Ave/North Fourth St. show entrance exhibitor registration desk.

**Employees, relatives, neighbors and friends of exhibitors will not, without a ticket, be eligible for free admission to the auto show.**

***NOTE: Due to our insurance coverage rules, no one under the age of 16 years old will be permitted on the show floor during set-up or tear-down.***

All personnel working within your exhibit area should wear suitable business attire. **Exhibitors not dressed accordingly will not be admitted into the show.**

## **Vehicle Clean-Up Personnel**

During all nine (9) public show days, official clean up personnel must enter through the West Wisconsin & North Fourth St. entrance doors unless they are entering show more than one hour prior to opening. Early access is only allowed by checking in at the convention center employee entrance on N. 6<sup>th</sup> St between W. Wisconsin and W. Wells. They will be required to provide proof of identification to enter.

Vehicle clean up personnel will only be admitted prior to the opening of the show each day under the following admittance schedule:

Saturdays	7 a.m.	Monday-Thursday	1 p.m.
Sundays	7 a.m.	Friday	8 a.m.

In order to retain our first-class show appearance and also remain within the guidelines set for us by the Association Auto Show Committee, **all clean up personnel must dress appropriately to enter the show.** An acceptable professional appearance would include the following: coveralls, company golf shirts or t-shirts, and clean blue jeans or slacks. A uniform appearance for all employees representing your company is preferred. **Ripped shirts, printed t-shirts, dirty jeans, jeans with holes and dirty sneakers are not acceptable show attire.**

## *Important Rules & Requirements*

### **Aisles for Emergency Purposes**

The Fire Department requires that all exhibitors leave one foot (1') of space on every public aisle and two feet (2') of space on any border of their exhibit that adjoins another display area. This will allow a four-foot (4') emergency aisle running between each space.

### **Dealership/Vehicle Permits**

ADAMM has applied for an overall show permit on behalf of each of the participating vehicle exhibitors.

### **Sunday Sales**

State law prohibits licensed auto salespersons at their displays on Sundays of the auto show. The mere presence of a licensed salesperson constitutes selling in the eyes of the Motor Vehicle Department. The selling of cars on Sundays is strictly prohibited in Wisconsin.

Owners and managers whose sole duty is to manage non-licensed "greeters", "product specialists", "factory personnel" or "dealership personnel" to help at the display is permitted.  
**NO SALES MANAGERS.**

If you have any questions on this, please contact Deb Kruse with the Automobile Dealers Association of Mega Milwaukee, Inc., at (414) 359-9000.

### **Exhibitor Dress Code**

All personnel working within your exhibit area should wear suitable business attire. **Exhibitors not dressed accordingly will not be admitted into the show.**

### **Alcoholic Beverages & Food Items**

Alcoholic beverages and/or food may not be brought into the Wisconsin Center.

### **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 Wisconsin Center.

# *Important Rules & Requirements*

## **Vehicle Requirements**

Under no circumstances may display vehicles be placed in front of any fire or public entrance and exit doors. Special attention should be given to keeping these public doors free of blockage by any show vehicles. The same holds true for the construction of displays, staging, walls, turntables, signs, etc.

**Battery Cable** – All vehicles displayed in the show must have the positive battery cable disconnected and taped using UL approved plastic electrical tape. A special plastic bag must then be applied and taped. A 4 1/2" x 6" 3 mil. plastic bag with fastener will be provided by security officers as the vehicles enter the building.

**Gas Tank Level** – The gas level must not exceed 1/4 tank. All vehicles will be checked prior to entering the center to make sure that the gas level requirement is correct. If the gas level exceeds 1/4 tank, the vehicle will not be permitted to enter the building.

**Gas Cap Requirements** – If the gas cap door can be opened from outside your vehicle, the vehicle must have a locking gas cap. If the gas cap door must be unlocked from inside your car, then a locking gas cap is not necessary but the standard inside gas cap must be taped.

**AC/DC Converters** – Cars using AC/DC converters must have the security system fuse disconnected to prevent the public from setting off vehicle alarms.

**Non-Injected Fuel Systems** – Any vehicle without a fuel-injected engine must have a block of wood placed under the accelerator pedal, or the fuel linkage arm disconnected from the carburetor.

**Vehicle Access & Cleaning** – All show vehicles, except factory display models must be unlocked during public show hours. All vehicles must be waxed or wiped daily. Show Management will inspect each display area to see that this service is provided, with the cleaning charges being sent to the exhibitor whose vehicles have been neglected.

## **Exhibit Blueprints**

All vehicle exhibitors must provide a scale electrical blueprint of their display to SFE and the Wisconsin Center by January 27. Contact information is available on page 3. These blueprints will be used to install electric and telecom lines prior to carpet installation. **Please include telecom placement, electrical needs and the height of your display properties on your blueprints.** SFE blueprints can be sent in PDF format to Steve Freeman at [Steve@stevefreemanevents.com](mailto:Steve@stevefreemanevents.com).

# *Important Rules & Requirements*

## **Signs and Banners**

Any hanging signs must be framed and pre-approved by show management. Truss lighting is permitted. The Wisconsin Center has jurisdiction on all installation work.

All signs must be professionally manufactured and have a finished surface on all edges and sides.

Signs cannot block the view of other exhibitors.

Individual dealership signs, name plates or license frames may not be used in any display or on any vehicle.

No banners or signs may be hung from the back perimeter wall drape.

No signs may be attached to the front windows or affixed behind the wipers.

Smaller professional signs must be at least 22" x 28" and displayed on an easel sign holder or frame.

Plastic letters, shoe polish, and homemade signs may not be used on any vehicles or in any area of your display or booth. Decorations, signs, banners, etc., may not be taped, tacked, stapled, or otherwise fastened to ceilings, walls, doors, painted surfaces or columns.

## **Display Placement**

The maximum permissible height for displays in M and B spaces is twenty-four feet (24'). The display height restriction for L spaces is seventeen feet (17'). The display height restriction for BL spaces is seventeen feet (17').

Placement of exhibits cannot interfere, block or extend into other exhibits. An exhibitor could be asked to change the location or configuration of their exhibit or vehicle placement should they interfere with the rights of other exhibitors.

All exhibits must be capable of standing by themselves and no supporting wires from the ceiling or draped walls will be permitted.

## **Dealership Identification**

No dealership identification is allowed on vehicles, badges or displays. This includes decals, license plates, license plate holders and signage. Signage listing participating dealers is permitted.

## ***Important Rules & Requirements***

### **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 the Wisconsin Center. 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 Wisconsin Center 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 Wisconsin Center property.

### **Wireless Microphone Check**

Wireless microphone check - Due to reports of exhibitors experiencing overlapping wireless microphone frequencies, show management requests that all manufacturers test their microphones for interference on Thursday afternoon, February 23. Please report any overlaps to show management.

### **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.

## **Three-Day Cooling Off Period**

We have prepared a Notice of Cancellation form located in the back of this manual, which is required by the three-day cooling off period provision by the State of Wisconsin.

## **Authorization To Do Business**

Every supplier to the auto show including display houses, florists, porter companies, decorators and specialty electric companies must provide the following to Show Management:

1. A copy of your valid Wisconsin sales tax number, plus verification that sales tax is being remitted to the State of Wisconsin.
2. A \$2 million liability policy as specified in the insurance requirements for the dates of move in to move out of the auto show. A copy of your normal annual company policy is not acceptable.

Failure to provide the two items above by the deadline date of Feb. 10 will result in the refusal of access to our loading docks and any employee entrances.

It is the responsibility of every exhibitor to inform your suppliers of these requirements and to provide SFE with the name(s) of any suppliers that you intend to use at the auto show.

## **Liability**

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

The Wisconsin Center, the Automobile Dealers Association of Mega Milwaukee, Inc., Shepard Exposition Services, Inc. and SFE 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.



# *Important Rules & Requirements*

## **Insurance Requirements**

All exhibitors, exhibit houses, porter service companies, and outside service companies providing any equipment or services to the Milwaukee Auto 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.; Wisconsin Center District; the City of Milwaukee, Shepard Exposition Services, 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 any full or part-time employees; members of the Board of Directors of the Automobile Dealers Association of Mega Milwaukee, Inc. Wisconsin Center District; the City of Milwaukee, Shepard Exposition Services 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.; Wisconsin Center District; the City of Milwaukee, Shepard Exposition Services, Inc. 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 Show Management, 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, 10810 W. Liberty Drive, Milwaukee, WI 53224.

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, February 20 to the last move-out date, March 6.** The Certificate of Insurance must be received by SFE no later than Feb. 10. **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.** Please be sure to add all the additional insured information to each policy.

**Please email certificates of insurance to [steve@stevefremaneevents.com](mailto:steve@stevefremaneevents.com)**

# *Show Services Information*

## **Exhibitor Services Provided in Vehicle Space Rental Charge**

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

- Carpet in main public aisles
- Themed manufacturer identity sign over your public aisle to guide visitors into your display (\*except B, BL, L & G spaces)
- Daily vacuum service for all exhibit carpet
- Daily emptying of all exhibit area waste containers

Each exhibitor is responsible for carpet, drayage, labor, and the rental and payment of tables, chairs, desks, waste cans, and any other item used within their display. Cleaning of displays and vehicles is the responsibility of the exhibitor.

## **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 through the West Wisconsin and North Fourth Street lobby entrance. The show exits are at the West Wisconsin/ North Fourth St and the West Wells/North Fourth St lobbies.

If your display contains something of 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 exclusive provider of security services. Please contact Brad Roberts at [BRoberts@wcd.org](mailto:BRoberts@wcd.org) for assistance.

**NOTE:** *The Automobile Dealers Association of Mega Milwaukee, Inc. and SFE cannot be held responsible for the theft of items from exhibitor areas.*

# *Show Advertising & Publicity*

## **Advertising**

Extensive print, radio, and television advertising will be used to target the Greater Milwaukee area and major markets in the State of Wisconsin. Advertising will begin the week prior to the opening of the show and continue through the close of the show.

Spin Communications has contacted all major radio, television, and newspaper representatives to seek their support, sponsorship, and extensive PR coverage of this year's exciting event.

### **Dealer Advertising Support**

All dealerships, factories, and dealer advertising groups are asked to proudly support the 2023 Milwaukee Auto Show by advertising your participation in the show. Your usual radio, television and print ads may be supplemented with a voice-over or drop-in auto show mention. (Example: "See the New 2023 Toyotas at the Milwaukee Auto Show, February 25 through March 5"). The Automobile Dealers Association of Mega Milwaukee, Inc. greatly appreciates any show advertising you are able to incorporate into your regular advertising schedules.

### **Public Relations**

Auto show press kits, pre-show releases and all publicity will be prepared and coordinated by Spin Communications.

Are you planning to bring a special display, concept car, pre-production model or unique feature to the show? Please notify DeeDee Taft with Spin Communications to ensure that it is included in the overall show publicity. She can be reached at (415) 515-1229 or email at [deedee@spinpr.com](mailto:deedee@spinpr.com).

## ***General Contractor Information***

Services for the show will be provided by:

**Shepard Exposition Services (Shepard)**

**ADDRESS:** 1531 Carroll Drive, NW • Atlanta, GA 30318

**PHONE:** 404-720-8600

**EMAIL:** Orders@shepardes.com

Shepard will staff their Exhibitor's Service Desk beginning on Tuesday, February 21 through Monday, March 6, 2023.

### **SHIPMENTS:**

There will be no Advance Warehouse shipments. Direct Shipments only. Shipments that are scheduled to arrive at the Wisconsin Center can only be accepted on your scheduled freight move-in day. Freight deliveries prior to your move-in date will not be accepted by the Wisconsin Center. Shipments to the show should be labeled:

#### **CONVENTION CENTER ONLY:**

(Name of Manufacturer)

Milwaukee Auto Show

c/o SHEPARD

Wisconsin Center

400 West Wisconsin Avenue

Milwaukee, WI 53203-2104

#### **MARSHALING YARD:**

640 South 84<sup>th</sup> Street (North Lot 2)

West Allis, WI 53214

**NOTICE OF CANCELLATION**

( \_\_\_\_\_ )  
**DATE OF TRANSACTION**

You may cancel this transaction, without penalty or obligation, within three (3) business days from the above date.

If you cancel, any property traded in, any payments made by you under the contract or sale, and any negotiable instrument executed by you will be returned within ten (10) business days following receipt by the seller of your cancellation notice, and any security interest arising out of the transaction will be canceled.

If you cancel, you must make available to the seller at your residence, in substantially as good condition as when received, any goods delivered to you under this contract or sale; or you may if you wish, comply with the instructions of the seller regarding the return shipment of the goods at the seller's expense and risk.

If you do make the goods available to the seller and the seller does not pick them up within twenty (20) days of the date of your notice of cancellation, you may retain or dispose of the goods without any further obligation.

To cancel this transaction, mail or deliver a signed and dated copy of this cancellation notice or any other written notice, or send a telegram to:

\_\_\_\_\_  
(Name of Seller)

at \_\_\_\_\_  
(Address of Seller's Place of Business)

no later than midnight of:

\_\_\_\_\_  
(Date)

I hereby cancel this transaction:

\_\_\_\_\_  
(Buyer's Signature)

\_\_\_\_\_  
(Buyer's Address)