



February 25- March 5, 2023
Wisconsin Center

3rd Level Exhibit Hall

Revision Date: Jan. 13, 2023

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

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EMERGENCY EXIT

FREIGHT ELEVATORS

ROLL-UP DOOR

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Seating

M-13
Buick/GMC
3,500 sf

M-3
Mazda
3,500 sf

M-2
Hyundai
6,350 sf

Ford

15,139 sf

Ford

L-17
845 sf

M-15
Reina
M-14
Luxury
2,790 sf

M-5
Subaru
11,500 sf

Toyota

19,173 sf

M-4
Chrysler
Dodge
Jeep
RAM
19,823 sf

Chevrolet

20,187 sf

M-9
Nissan
4,045 sf

M-11
Honda
4,132 sf

M-8
Kia
5,211 sf

L7
Tuscany,
Shelby &
SCA
Performance

L-11
2,030 sf

Up & Down

Up & Down

2,610 sf