



2024

Exhibiting Guidelines



2024 EXHIBITING GUIDELINES

WELCOME TO THE MILWAUKEE JOURNAL-SENTINEL SPORTS SHOW

We extend our gratitude for your participation in the Milwaukee Journal Sentinel Sports Show. To enhance the overall guest experience, we kindly request your compliance with our exhibiting policies. Please review our detailed guidelines, and feel free to reach out should you have any questions. Your booth setup **MUST** adhere to our requirements. Adjustments may be requested if necessary. Thank you for your support of the show!

Stephen Buzza
Event Director

2024 BOOTH REQUIREMENTS & GUIDELINES

HEIGHT & DEPTH REQUIREMENTS

Exhibitors and sponsors whose displays do not meet the requirements below may request adjustments if necessary. Exhibitors seeking booth adjustments should reach out to Megan Parker at mparker@usatventures.com, while sponsors should contact John Herbert-Doing at jherbertdoing@usatventures.com. **Any modifications to event guidelines must receive approval by Event Director, Stephen Buzza.**

The line-of-sight rule dictates no obstruction, of any kind, taller than 4' in the front half of your linear booth space or 8' on the back line. This "rule of fairness" among exhibitors ensures your neighboring booths will not be overlooked by attendees.

STANDARD/ENDCAP/ISLAND BOOTH

Exhibitor Height

Booth fixtures, components, identification signs, and all other signage will be permitted to a maximum height of 8'.

Sponsor Height

The booth structure for sponsor space can go up 14' on the back line but cannot block line-of-sight unless otherwise approved. End caps must be 4' on either side and 10' on the center line. All structures going above the 8' pipe and drape back side of display must be finished and/or painted black.

Depth

The back 5' of your booth display may not exceed 8' in height. The front 5' of your booth display may not exceed 4' in height as to not block the line of sight for neighboring booths.

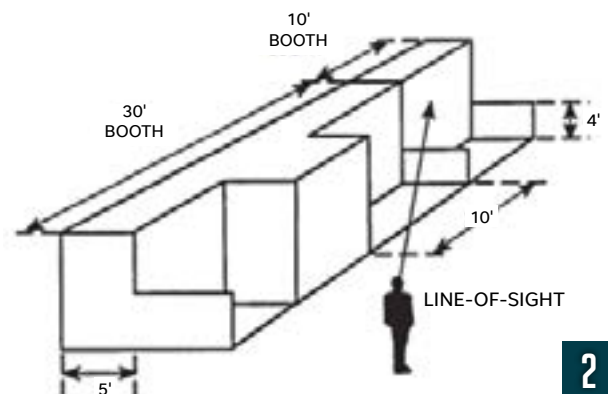
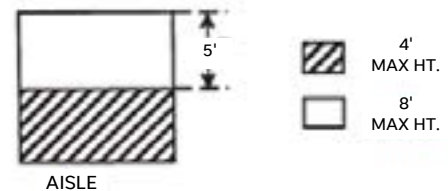
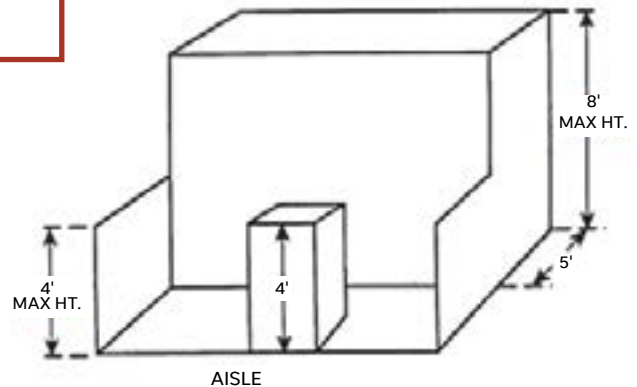
BULK SPACE

Height

The booth structure for bulk space cannot exceed 14' in height on back line.

Depth

All display fixtures must be confined to the area behind 5' of the booth's front to avoid blocking the sightline from the aisle to the adjoining bulk space.



2024 BOOTH REQUIREMENTS & GUIDELINES

BOOTH STANDARDS

To ensure your booth meets the standard of quality our audience has come to expect, please review the following highlights from the terms of contract and venue rules. **Failure to comply could lead to immediate dismissal from the show.**

- No balloons will be permitted.
- No distribution or placement of stickers to or on persons or Expo Center grounds will be permitted.
- No calling, pulling, grabbing, etc. of visitors to booths will be tolerated.
- Derogatory remarks or false accusations of another vendor's product will NOT be tolerated.
- Demonstrations or solicitations outside the vendor's designated space are not allowed.
- Signs in any other form outside the vendor's space are strictly prohibited unless you have Show Management approval.
- Subletting of space is explicitly forbidden, and exhibitors are prohibited from sharing booth space with any other company that files independent tax returns.
- All booths must have some type of floor covering. Duct tape is not permitted for taping carpet.
- Booths must be staffed during all show hours.
- Booths must stay in place until the official close of the show (5:00PM on Sunday, March 10)
- Exhibitors and sponsors acknowledge their responsibility for booth accessibility to guests and commit to preventing trip hazards. A seamless transition from the show floor to the entrance/exit of the vendor's booth is mandatory.

FACILITY RULES & REGULATIONS

Policies listed here are an abbreviated version of Wisconsin State Fair Park's Facility Rules and Regulations, which can be found at <https://wistatefair.com/wsfp/facility-guidelines>. Please contact the venue at 414.266.7300 or eventservices@wistatefair.com with any questions.

- **TAPE:** Duct tape, clear tape or any tape that leaves a residue is NOT allowed on the exhibit floor. If needed, an acceptable tape is available for purchase at the Exhibitor Services Desk (off Dock A).
- **EXHIBITOR ENTRANCE:** Exhibitors are allowed entrance to the building through the Exhibitor Entrance Door on the dock (east) side of the facility. Designated entrance doors will vary based on show management direction.
- **DOLLIES:** Soft wheeled dollies are permitted in the facility. Hard wheeled dollies, to move equipment or supplies, are allowed only in the exhibit halls and loading docks. Steel wheeled dollies or carts are NOT permitted in the Facility.
- **COLUMNS:** Column doors must remain accessible at all times; please keep this in mind if a column is in or near your booth. The West Allis Fire Department requires a three (3) foot clearance around any fire extinguisher including those on a column. No items can be attached to a column or wall. Fire extinguishers must remain visible at all times.

INSURANCE REQUIREMENTS

Exhibitors and sponsors are required to have event coverage as stated in the signed contract. Gannett Ventures LLC and the Show will no longer be collecting Certificates of Insurance. It is expected that you will have an insurance policy readily available on-site in case of an emergency.

2024 BOOTH REQUIREMENTS & GUIDELINES

FIRE SAFETY REQUIREMENTS

All Fire Department safety rules and regulations set forth by the facility must be strictly adhered to. Please refer to the [Wisconsin State Fair Park Facility Guidelines](#) on page 18-23. Questions regarding Fire, Life and Safety regulations should be addressed with both Wisconsin State Fair Park and the West Allis Bureau of Fire Prevention in writing:

West Allis Bureau of Fire Prevention

2040 S. 67th Place
West Allis, WI 53219
Attn: Asst. Chief Martin King
Phone: (414) 302-8904
Fax: (414) 302-8927

WI State Fair Park Event Services Dept.

640 S 84th Street
West Allis, WI 53214
Attn: Director of Event Services
Phone: (414) 266-7300
Fax: (414) 266-7119

FIRE DEPARTMENT PERMITS

A permit from the West Allis Fire Department is required for any of the following:

1. Display and operation of any heater, stove (electric or gas), heat producing device, open flame candles, gas lamps or lanterns, cooking equipment, etc.
2. Display or operation of any electrical, mechanical or chemical device which may be deemed hazardous by the West Allis Fire Department. Such hazards include but are not limited to, exposed gears, flying chips, exposed fans and molten material. These displays shall provide proper distance from and protection for the public. This would include Plexiglas, or similar protection from flying particles.
3. Use or storing of flammable liquids, compressed gases or hazardous chemicals.
4. Motor vehicle activity or display.
5. Operation of laser devices, theatrical-laser effects or any pyrotechnics. (See also Compressed Gases and Hazardous Materials.)
6. Two Story Booth.
7. Covered Exhibit Space.
8. Enclosed Exhibit Space.

ELECTRICAL GUIDELINES

Electrical systems must comply with the requirements of the [National Electric Code and Wisconsin Building Code Commerce \("COMM"\) 16](#).

WISCONSIN'S VENDOR TAX FORM

The Milwaukee Journal Sentinel Sports Show is required by law to report the name, address, Social Security Number, and Wisconsin Seller's Permit Number of each vendor selling merchandise and/or services at the Show to the Wisconsin Department of Revenue. For more information visit their website at: www.revenue.wi.gov.

TO STAY IN COMPLIANCE WITH WISCONSIN DEPARTMENT OF REVENUE: Please complete and submit the [ONLINE TAX FORM](#) no later than Friday, March 1, 2024.

2024 BOOTH REQUIREMENTS & GUIDELINES

WEAPONS POLICIES & PROCEDURES

Wisconsin State Fair Park requires that all vendors/exhibitors looking to sell or display firearms, ammunition and/or any other dangerous weapons, as defined by Wisconsin State Statutes, at any non-fair event on the State Fair Park Grounds, complete the [REQUEST TO SELL/DISPLAY WEAPONS FORM](#) and return to eventservices@wistatefair.com. Completion of this request form DOES NOT guarantee approval to sell or display firearms, ammunition and/or other dangerous weapons. Approval is granted once form is signed by the Wisconsin State Fair Park Chief of Police and returned to the vendor.

Wisconsin Administrative Code of the State Fair Park 2.14 (weapons)

DEFINITION. In this section, “dangerous weapon” means any device designed as a weapon and capable of producing death or great bodily harm, any electric weapon as defined in s. 941.295(1c), Stats., or any other device or instrumentality which, in the manner it is used or intended to be used, is calculated or likely to produce death or great bodily harm. Dangerous weapon includes: blackjack, billy, standclub, sandbag, bludgeon, nunchaku sticks, throwing stars, sling shot, any instrument which impels a missile by compressed air, spring, or blank cartridges are used, cross knuckles, knuckles of any metal, barbed or blade type arrowhead, bowie knife, dirk knife, dirk, dagger, switch blade that may be drawn without the necessity of contact with the blade itself or is automatically opened by pressure on the handle or some other part of the knife and is commonly known as a switch blade knife, straight-edge razor or any other knife having a blade 3 inches or longer.

Please note: bows, arrows, crossbows, and all types of knives (fixed blade, folding, fishing fillet, etc.) ARE considered dangerous weapons. The weapons policy applies to these items.

All firearms, ammunition and/or other dangerous weapons must be stored securely and out of patron site when employees are not present and must be secured and/or taken offsite at night. Please contact Wisconsin State Fair Park Police Department with questions at 414.266.7033.

FOOD & BEVERAGE SALE AND DISTRIBUTION

Food and beverages are not allowed to be brought into or sold in the facility without explicit consent of Wisconsin State Fair Park. All licensed exhibitors who are interested in selling or sampling food and beverage items during an event are required to complete the [REQUEST FORM](#). Only items that do not directly compete with concession items will be considered.

SECURITY

Show Management provides overnight guard service for surveillance of the premises through the end of the show; however, you are responsible for your own products.

2024 BOOTH REQUIREMENTS & GUIDELINES

MASCOT GUIDELINES

Any exhibitor or sponsor interested in having a mascot appear at the show is required to seek written permission from Show Management prior to the opening of the show. The management team retains the authority to refuse mascot appearances if there are pre-existing commitments for mascots at the event. Mascot, if approved, may not appear outside of exhibitor's booth space.

ANIMAL/PET POLICY

Only kennel/hunting dog exhibitors may bring dogs onto the premises. Other animals are not permitted. All kennel/hunting dog exhibitors are required to clean up their dog's waste on the grounds surrounding the building. You must let Show Management know if you have a dog in your display area and are a kennel. Please contact your sales rep at 614.461.5257.

PRIZE/GIVEAWAY REGISTRATION

- No roving concessions or exhibits, or gambling are permitted without express written permission of Show Management and, if authorized, must comply with all applicable State and Federal laws.
- All prizes and giveaway program winners must be contacted within two days (48 hours) after the show closes.
- Exhibitors and sponsors must fulfill their commitment to award advertised prizes to ensure a positive experience for attendees.
- Names, addresses and phone numbers of all winners must be documented with Show Office prior to the close of the show on the Prize/Giveaway Registration Form.
- Any prizes promoted at the show that are not registered will be asked to be registered or removed by Show Management.

Please complete and return the [PRIZE/GIVEAWAY REGISTRATION FORM](#).

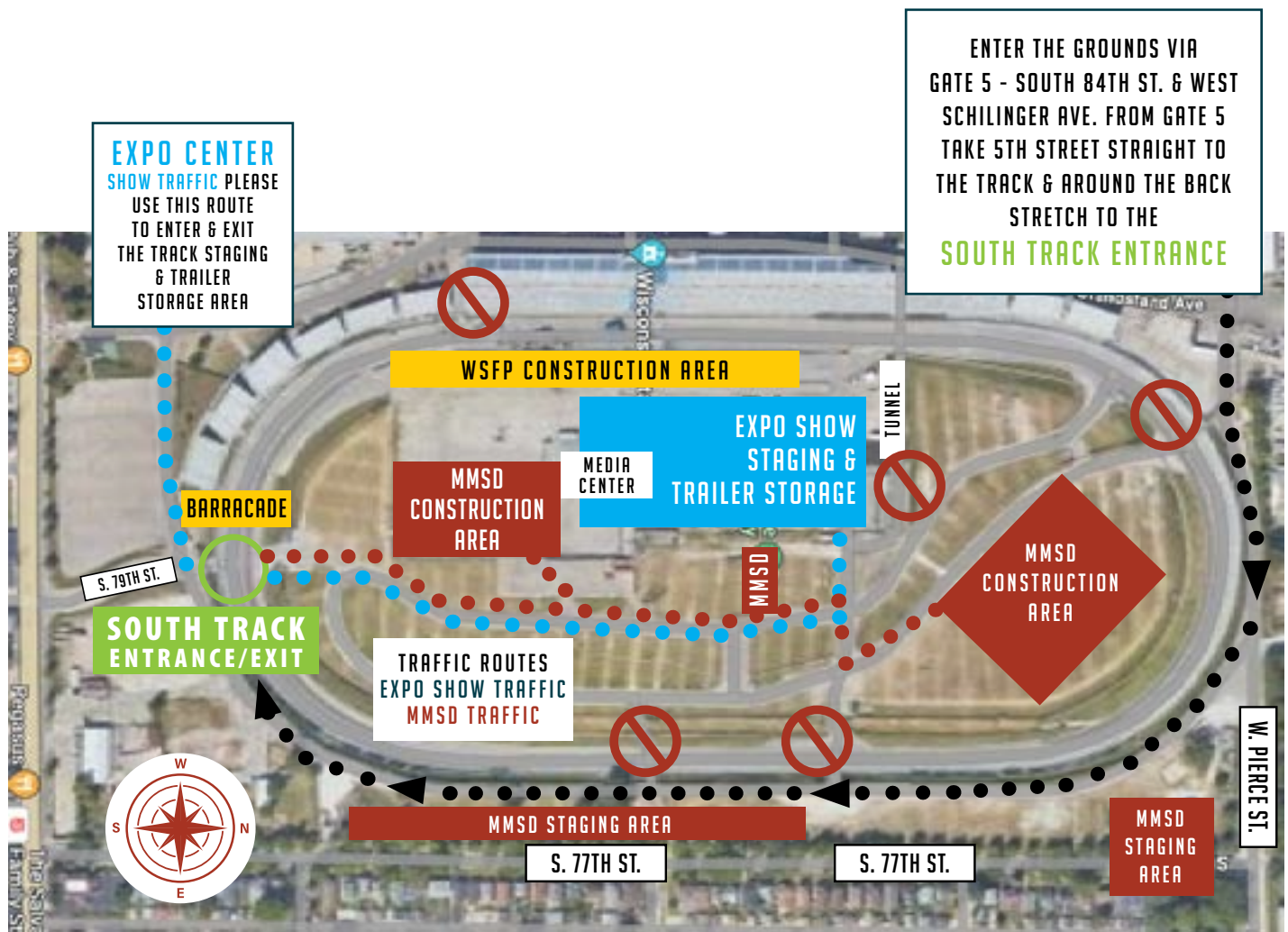
POLITICAL SOLICITATIONS

Political solicitations and the promotion of political products are prohibited at the Milwaukee Journal Sentinel Sports Show.

NO CBD PRODUCTS

The sale and promotion of CBD products are prohibited at the Milwaukee Journal Sentinel Sports Show.

EARLY BOAT DROP OFF MAP & GUIDELINES



PLEASE STAY AWAY FROM CONSTRUCTION AREA'S WHILE ON TRACK

EXPO Events using this Mile for staging & storage:

MILWAUKEE BOAT SHOW

1/8 thru 1/29/24

1/8 - 1/15 - **GUARD ON** daily 8 AM-5 PM

1/16 - 1/18 - **GUARD ON** daily 8 AM-7 PM

MILWAUKEE RV SHOW

2/19 thru 3/7/24

NO GUARD

On Track M - F 8 AM - 5 PM

MILWAUKEE SPORTS SHOW

2/26 thru 3/11/24

NO GUARD

On Track M - F 8 AM - 5 PM

*When a **GUARD** is **ON** they will be stationed at the **SOUTH TRACK ENTRANCE**.
TRACK SHOULD STAY LOCKED DOWN WHEN POSSIBLE. **

MOVING IN AND OUT, CREDENTIALS, TICKETS, PARKING

MOVING-IN

All booths will be assigned a specific day and time slot for move-in, streamlining the process and minimizing congestion at the loading docks. The detailed move-in schedule, specifying your assigned day and time, will be emailed to exhibitors and sponsors at least 45 days out from the show.

If you find that you cannot make your move-in time, please contact us at 614.461.5257.

All exhibitor dock loading and drive-in will be executed on the east side of the building. Exhibitors bringing in their own displays on a dolly or cart, may also enter on the south side of the building off Greenfield Avenue. Parking is abundant and within easy walking distance.

All exhibitors and sponsors must be out of the building by 6PM during move-in.

VEHICLE ACCESS POLICY

- Vehicles may not remain in the building during set-up of booth space.
- Before the close of business on 6PM Wednesday, March 6, vehicle access to show aisles is allowed on a space-available basis. Vehicle access will NOT be permitted on Thursday, March 10.
- During periods when vehicles are allowed in show aisles, exhibitors and sponsors are responsible for prompt removal of any oil, water or other debris coming from their vehicle.
- In no case shall booth or display material be moved to facilitate vehicle access.
- Show Management reserves the right to deny vehicle access in any case where access might create a hazard.

MOVING-OUT

All booths MUST remain in place until the show closes at 5:00PM on the last day, Sunday, March 10. NO EXCEPTIONS!

MOVING IN AND OUT, CREDENTIALS, ADVANCE TICKETS, PARKING

TRANSPORTING YOUR DISPLAY

Transportation and handling are solely the responsibility of the exhibitor or sponsor.

ADVANCE SHIPPING

If shipping items to Wisconsin State Fair Park, deliveries are only accepted during move-in and show dates. For events at the Exposition Center, packages **MUST** be labeled in the following manner:

Event Name
Vendor Name + Booth #
Vendor Phone Number
8200 W. Greenfield Ave.
West Allis, WI 53214

- Any shipments outside of move-in or event days or with incorrect information on the label will not be accepted for delivery. Wisconsin State Fair Park is not responsible for any packages delayed or lost due to incorrect shipping.

EXHIBITING CREDENTIALS

Exhibitor and sponsor credentials (badges) **MUST** be worn for entry into the show at exhibitor entrances **ONLY**. Credentials can be picked up during move-in hours at the Show Office. **You must show your credentials for entry into the show.**

Credentials will only display your company name and will be issued based on the size of your booth:

- Six (6) badges will be provided for a 10'x10' booth
- Two (2) badges will be provided for each additional 10'x10' booth
- Two (2) badges for each 200 sq. ft. of bulk booth space.
- If additional credentials are needed, please secure in advance with your rep by February 1st.
- **Additional credentials requested after will be an additional charge of \$10/sheet of 6.**

SPONSOR CREDENTIALS

A quantity of credentials will be issued through your sales representative based on the sponsorship purchased for the show.

COMP TICKETS

As a participant of the Milwaukee Journal Sentinel Sports Show, we provide comp ticket promo codes to invite your guests to the show. Promo codes will be sent out via email no later than 30 days before the show. Guests will redeem these codes online for 100% off the online ticket price.

• EXHIBITORS

Exhibitors receive ten (10) free admission tickets with their first booth purchase. Up to 30 tickets maximum per exhibitor that purchases multiple booths.

• SPONSORS

A designated quantity of admission promo codes will be issued via email based on the sponsorship purchased for the show.

• ADDITIONAL TICKETS

If additional tickets are needed outside of your allotted number of comp tickets, exhibitors and sponsors can purchase tickets at a discounted rate of \$6. Email sales@usatventures.com for more tickets.

PARKING PASSES, DIRECTIONS, EXHIBITOR LOTS

PARKING & DIRECTIONS

All vehicles entering Wisconsin State Fair Park must pay to park on show days. Parking is not included in booth rates. There is no charge for parking during move-in only. Physical parking passes can be ordered in advance with your utilities or they can be ordered on site during move-in at the Exhibitor Services Desk (off Dock A). These passes must be picked up from the Exhibitor Services desk during move-in to distribute to your staff as needed.

DIRECTIONS TO WISCONSIN STATE FAIR PARK:

FROM THE NORTH: I-41 South to 84th St. exit

FROM THE SOUTH: I-41/894 North to I-94 East, east to 84th St. exit, south on 84th St.

FROM THE EAST: I-94 West to 84th St. South on 84th St.

FROM THE WEST: I-94 East to 84th St. exit.

EXHIBITOR LOTS

MOVE-IN: All exhibitors and sponsors will move-in via the loading area located on the docks. During your scheduled move-in you will enter the Wisconsin State Fair Park Exposition Center from Greenfield Avenue at Gate 1. You will be directed to the loading dock area for unloading and temporary parking. Once your vehicle has been unloaded, please remove it from the dock area and park in the adjacent surface lots or infield parking.

SHOW DAYS: All exhibitors and sponsors will enter off 84th Street at the Main Gate, Gate 5. There are surface lots and infield parking for exhibitors and sponsors adjacent to the loading docks.

BUILDING ENTRANCES

EXHIBITORS AND SPONSORS SHOULD NOT ENTER THROUGH THE MAIN GUEST ENTRANCES OF THE SHOW. Please enter through the loading dock doors. These doors are monitored by security. You must show your credentials for entry into the show.



GENERAL SHOW INFORMATION

SHOW DATES AND HOURS

March 7-10, 2024
Thursday & Friday: 12-8pm
Saturday: 10am-8pm
Sunday: 10am-5pm

SHOW OFFICE

The Show Office located in office “B” on the show floor will open at 9:00AM on Tuesday, March 5.

All exhibitors and sponsors must check in with the Show Office to receive move-in materials for access to the event. **All exhibitors and sponsors must be registered by 10AM, Thursday, March 7 with no exceptions.**

SHOW SUPPLIERS

OFFICIAL DECORATOR/ADVANCE SHIPPING

Valley Expo Displays will supply all booth furnishings and freight shipping in advance of move-in. Follow the instructions in the packet provided by Valley Expo Displays. No telephone orders accepted. Please submit your order by fax, email or online. For more details contact:

Valley Expo Displays

Exhibitor Services Department
Phone: 815.873.1500
(Press 1 for Exhibitor Services)
Fax: 815-873-1544
Email: events@valleyexpodisplays.com

ONLINE VALLEY KIT

UTILITIES/SIGN HANGING/PARKING PASSES

Utilities (such as Electricity, Telephone Services, Gas, Air and Water), Sign Hanging, and Parking Passes are services available through Wisconsin State Fair Park. They may be ordered in advance via the link below or ordered onsite (additional fees may apply) at the Exhibitor Services desk (off Dock A). Utility orders placed and paid for by February 22, 2024 will receive

RECOMMENDED HOTEL

Hotel rooms are not included in booth rates. A special group rate is offered at Hampton Inn & Suites Milwaukee West (8201 W. Greenfield Avenue, West Allis, WI 53214), located across the street from the Wisconsin State Fair Park. Check-in is at 3:00 PM, check-out is at 11:00 AM.

When making reservations, you must mention Milwaukee Sports Show to get the group confirmed rate.

Use this link to book online: <https://www.hilton.com/en/book/reservation/rooms/?cty-hocn=MKEWAHX&arrivalDate=2024-03-04&departureDate=2024-03-10&groupCode=CHHM-JS&room1NumAdults=1&cid=OM%2CWW%2CHILTONLINK%2CEN%2CDirectLink>

SHOW LOCATION

Wisconsin State Fair Park
Exposition Center
640 S. 84th Street
West Allis, WI 53214
Phone: 414.727.8840
Fax: 414.727.8842

advanced pricing. For more information or to order your services online, visit us at <https://wistatefair.com/wsfp/exhibitor-order-forms-rates/>

INTERNET ACCESS

For situations where an internet connection is vital to your booth (eg. streaming video or accepting payments), we encourage renting a hardline connection or a secure, private wi-fi network from a third-party IT provider. Visit <https://wistatefair.com/wsfp/exhibitor-internet-access/> for more information.