

WELCOME



Thank you for joining us as an exhibitor at the 2nd Annual FreshEx show. We look forward to connecting you with buyers in the retail, bakery and restaurant communities. This document contains helpful information as you make plans for setting up your exhibit space including travel details, timelines, move in and out logistics, what’s included with your exhibit space and links to finalize exhibit space needs.

If you have any questions, you can reach your association’s key service contact at:

		
Dawn Faris	Kris Neilson	Jessica Hoover
dfaris@wirestaurant.org	kris@wisconsin-grocers.com	jessica@wibakers.com
608.444.9481	608.210.3304	414.258.5552

EVENT HOURS – Tuesday, March 21, 2023

Opening Session: 9:30 am – 10:30 am

1st Floor

Ballroom A

Exhibit Hall: 10:30 am – 4:30 pm

3rd Floor

Exhibit Halls AB

See Attachments:

* Levy Sampling, Ice & Cooking for FOOD & NA BEVERAGE

* Levy Sampling & Ice for ALCOHOL

EXHIBITOR BADGES

Every booth worker must have an exhibitor badge.

To register:

[Click Here](#)



SUMMARY OF THINGS TO KNOW



- ***CRITICAL*** If you're SAMPLING FOOD OR BEVERAGE, complete and return Levy's sampling authorization request form and send them your Certificate of Insurance naming them as additional insureds by March 6 (see attached for more details)
- Order exhibitor BADGES for booth workers
- Book your HOTEL in our room block at the Hilton if you need an overnight
- If you need ICE, order ice delivery from Levy by March 6 (you can bring in your own bagged ice)
- If you need CARPETING OR FURNISHINGS beyond what's included in your exhibit package, order online through Wisconsin Expo
- If you need ELECTRICITY OR OTHER UTILITIES, order online through the Wisconsin Center
- There will be some HANDWASHING STATIONS scattered throughout the exhibit hall to make it easy for you to serve food safely
- ADVANCE SHIPPING deadline is March 10
- DIRECT SHIPMENT to convention center can be accepted beginning March 20
- INVITE YOUR CUSTOMERS AND PROSPECTS to attend FreshEx! Direct them to freshex.org

TRAVEL



CONVENTION CENTER

Wisconsin Center
400 West Wisconsin Avenue
Milwaukee, Wisconsin

LOADING DOCKS ACCESS

Wisconsin Center
850 N 6th Street
Milwaukee, Wisconsin

HOTEL

Hilton Milwaukee City Center – skywalk connected to the convention center
509 West Wisconsin Avenue
Milwaukee, Wisconsin

\$129/night for a king room or two double beds
Room block available from March 20 – March 22

[Click here to book a room!](#)

PARKING

- Hilton structure 1 block south on 5th Street (800 spaces)
- Hyatt Regency structure at 4th and Wells (750 spaces)
- Shops of Grand Avenue structure (1,000 spaces)
- Surface lot on corner of Vel R Phillips and Wisconsin Avenue (option for trailers and oversized vehicles) – 877.727.5452 ABM Parking for questions.

Find other options by looking at www.interstateparking.com/milwaukee

MOVE IN and OUT



MOVE-IN TIMELINE

Monday, March 20	2 pm – 6 pm
Tuesday, March 21	7 am – 9:30 am Exhibit hall opens @10:30 am Opening session @9:30 am

MOVE-OUT TIMELINE

Tuesday, March 21	4:30 pm – 7:00 pm
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Any freight left in the building after 7:00 pm will be sent out by the contractor's preferred carrier at the exhibitor's expense.

WISCONSIN CENTER DOCK POLICIES AND PROCEDURES

The third floor loading dock area is the only major access to load in and out of the exhibit hall. Unless your exhibit materials can be hand-carried or transported on small cart or dolly with non-marking tires through the front of the facility, you should use the loading dock area to unload.

Exhibitors ARE allowed to unload their own freight provided they use a privately-owned vehicle such as a car, van, SUV, pick-up truck or smaller rented truck (i.e. U-Haul, Ryder, etc) or a company-owned vehicle such as a flatbed or cube truck.

Dock personnel will direct drivers to where they must park and unload. Parking is only allowed for 15-minute maximum unloading with vehicles needing to be moved immediately after the vehicle has been unloaded.

Wisconsin Expo must unload any freight coming in on a common carrier, van line, air freight company, UPS or Fedex. Your company will be charged the appropriate drayage fees. Wisconsin Expo must unload any exhibitor freight brought in by an Exhibitor Appointed Contractor (EAC). Exhibitors may also hire Wisconsin Expo to

unload their vehicles. Additional information, forms and fees for Wisconsin Expo unloading can be found in Wisconsin Expo's exhibitor ordering portal. (Link and user sign-in info is sent to all exhibit contacts.)

LOADING DOCK DETAILS

The Wisconsin Center loading dock entrance is located at 850 N 6th Street. The dock can only be entered from the North helix and must always be exited from the South helix. The event's general contractor, Wisconsin Expo, will have some courtesy flatbed carts available for exhibitors to use to help transport freight from the loading dock area to their exhibit space.

PROCEDURES FOR HAND-CARRIED AND ITEMS MOVED IN ON 2-WHEEL DOLLIES

Exhibitors with hand-carried items or two-wheel dollies may use the main "rotunda" entrance on the corner of Vel R Phillips and Wisconsin Avenue as an alternative loading and unloading location. Use of this entrance is solely restricted to those companies with hand-carried or two-wheel dollies. Upon entering the rotunda area, please take the public elevator up to the third floor exhibit hall. Carts on the escalators will not be permitted.

Be aware that parking around the perimeter of the building is limited. Please consult local maps which identify parking facilities nearby.

MOVE-OUT PROCEDURES

The show closes at 4:30 pm. Access to the loading docks begins at 5 pm. Move-out is usually a very quick process with the majority of the exhibitors often cleared out of the exhibit hall within roughly the first 60 minutes. An adjacent exhibit hall will be used to pull vehicles in for loading if weather conditions are permissible. Dock personnel will direct drivers to where they must park and load.

AGE RESTRICTIONS

No one under 16 years of age (including infants) will be permitted on the show floor at any time. This includes all times during move-in, move-out and regular show hours.

BOOTH INCLUSIONS & ADD-ONS



INCLUDED IN EVERY 10' X 10' BOOTH

- (1) 2' x 8' x 30" draped table (BLACK)
- (1) chair
- (1) wastebasket
- (2) exhibitor badges (more available at a charge)
- 8' high back drape and 3' high side drape (BLACK)
- Post-event contact list of FreshEx registrants

If you need additional services from what's listed above, please see our contractors below that can be a resource for you.

FURNISHINGS, CARPETING, SHIPPING, DRAYAGE, CUSTOM DESIGN, CLEANING

Wisconsin Expo

262.670.1300 * orders@wi-expo.com

Online Ordering: <https://wisconsinexpo.boomerecommerce.com>

ELECTRICAL, GAS, PLUMBING, INTERNET, TELEPHONE, ETC

Wisconsin Center

ExhibitorSvc@wcd.org

Exhibitor Information: [WCD Template \(wisconsincenter.com\)](http://WCD Template (wisconsincenter.com))

Online Ordering: [Exhibitor Store \(venueops.com\)](http://Exhibitor Store (venueops.com))

FOOD AND BEVERAGE SAMPLING AUTHORIZATION, BARTENDERS, CATERING, ICE DELIVERY, KITCHEN USE

Levy Catering

levycatering@wcd.org

See specific details in Levy's "sampling authorization request" document and form.

SHIPPING



ADVANCE SHIPMENTS

Labels should be addressed as follows:

Company Name Booth #
c/o Wisconsin Expo, Inc
N113 W18750 Carnegie Drive
Germantown, WI 53022

- All shipments must be sent prepaid. Collect shipments will be refused. Certified weight tickets are required for unloading.
- Shipments must arrive at the warehouse from **Monday, February 6, 2023 thru Friday, March 10, 2023 between 8:00am - 3:00pm**. No shipments will be received at the warehouse on weekends or holidays.
- Please be advised that any shipments sent to the advanced warehouse after the deadline may be refused and redirected to the direct shipping address (carriers such as UPS, FedEx and van lines may not redirect shipments).
- An additional \$150 fee will be assessed to shipments received after the published dates and times listed.
- Shipments received without receipts, freight bills or specified unit counts on the receipts or freight bills, such as UPS or van lines, will be delivered to the exhibitor's booth without guarantee of piece count or condition. Wisconsin Expo, Inc. will assume no liability for such shipments. Consignment or delivery of a shipment to Wisconsin Expo, Inc., or its subcontractors by an Exhibitor or Shipper on behalf of the Exhibitor will be construed as an acceptance by the Exhibitor of the freight terms, conditions and rates listed.

DIRECT SHIPMENTS

Labels should be addressed as follows:

Wisconsin Center District
c/o Wisconsin Expo, Inc
Exhibitor Name Booth #
400 W Wisconsin Avenue
Milwaukee, WI 53203

- All shipments must be sent prepaid. Collect shipments will be refused. Certified weight tickets are required for unloading.
- Shipments must arrive at the convention facility from **Monday, March 20, 2023 thru Tuesday, March 21, 2023**.

- It is your responsibility to instruct your carrier of the proper dates and time for direct deliveries to the convention facility.
- An additional \$150 will be assessed to shipments received after the published dates and times listed.
- Shipments received without receipts, freight bills or specified unit counts on the receipts or freight bills, such as UPS or van lines, will be delivered to the exhibitor's booth without guarantee of piece count or condition. Wisconsin Expo, Inc. will assume no liability for such shipments. Consignment or delivery of a shipment to Wisconsin Expo, Inc., or its subcontractors by an Exhibitor or Shipper on behalf of the Exhibitor will be construed as an acceptance by the Exhibitor of the freight terms, conditions and rates listed.

**SEE DETAILS THAT WERE EMAILED
TO YOU BY THE SHOW'S
GENERAL CONTRACTOR
WISCONSIN EXPO**

FOOD SAMPLING



If you are sampling food at FreshEx, the Wisconsin Center District requests that you review and adhere to the following:

- Complete and submit the attached sampling permission form to Levy Catering.
- Send a Certificate of Insurance to Levy Catering by March 6 showing proof of having \$1,000,000 in liability insurance naming Levy and The Wisconsin Center as additional insureds.
- Follow the below rules.

Fire Extinguishers are required and must be readily available within any booth in which cooking will be taking place. Exhibitors using heated oil or grease for cooking (or for any other purpose), must have a type “K” fire extinguisher present. Fire code prohibits the use of any type “B” extinguisher for the purpose of extinguishing a cooking oil or grease fire.

The following cooking regulations apply:

- Electrical appliances, sterno and hot plates are the preferred method for cooking.
- Gas Stoves are permitted but may only be used in the exhibit halls near the columns. Please refer to building services pricing for the cost of a gas hook up.
- **Fryers are permitted only if they have an airtight cover and with permission of WCD management.** Open fryers are strictly prohibited inside the exhibit hall as grease and oil vapors will damage the HVAC equipment. You can rent the use of space and equipment in Levy’s on-site kitchen. Please see the attached “sampling authorization request form” for pricing and details. Or you can request space to open air fry out on the loading docks.

- **Propane cooking is permitted but only with tanks of five pounds or less.** Tank must be secured in an upright position to avoid tipping over. Any reserve tanks must be secured and stored outside the facilities.

- Flame grills are permitted based on space availability outside of the exhibit hall on the loading dock. Dock space must be arranged in advance with permission of WCD management.

- Charcoal or wood use for cooking is strictly prohibited.

- Cooking is prohibited under any canopy or structure within the buildings.

- All cooking equipment must be used only on non-combustible surfaces.

- Grease and waste should only be disposed of in the designated grease barrel locations. Please do not use restrooms or exhibitor clean up room for disposal. Failure to comply could lead to a building clean up fee.

FOOD & BEVERAGE STORAGE, DELIVERY & KITCHEN USE



If you as the Manufacturer, Processor or Distributor require any product storage, delivery, or kitchen use the following charges may be assessed:

- o \$275.00 per Day/Pallet for Refrigerated, Freezer, and Dry Storage.
 - o Designated Attendant required for booths that request storage - \$250.00 for four hours, \$75.00 for each additional hour. Attendant to deliver product when requested.
- o \$100.00 one-time Handling Fee for 1-4 Skids and \$250.00 Handling Fee for 5 or more Skids
- o \$100.00 Delivery Charge each time Product is delivered (on a 2'x4' cart) to the Booth/Room.
- o Ice delivery, one time drop, of approximately 80 pounds, \$95.00. Additional deliveries require labor fees.
- o \$300.00 per Hour for Kitchen Space. Kitchen Space is reserved on a first come, first serve basis.
- o Additional charge for Rental of Equipment, subject to availability

Contact levycatering@wcd.org

FOOD SAFETY



Our three organizations are strong supporters of food safety and believe it's paramount that our FreshEx exhibitors practice safe food handling. We ask that the food preparation and handling that you do within your exhibit space is in concert with the standards that are required by code in the state of Wisconsin.

We ask that you monitor the following standards specifically:

- All cold foods maintained and served at 41°F or below.
- All hot foods maintained and served at 135°F or above.
- All hot foods to be cooled and reheated for the next day must be cooled to 41°F within 4 hours. An alternate method would be to cool the food to 70°F within 2 hours, then to 41°F within 4 hours.
- All leftover hot foods must be reheated to 165°F for 15 seconds and then can be held at 135°F.
- Avoid cross contamination by eliminating the opportunity where food contact surfaces touch both raw and cooked foods.
- Handle all food products with proper utensils or by wearing non-latex, single use gloves. Handling ready-to-eat foods with bare hands is prohibited by the Wisconsin Food Code.
- Make sure all of your booth workers are trained in how to properly wash their hands and not to work with food if they are experiencing fever or sore throat with fever. If a booth worker is experiencing a sudden onset of vomiting and/or diarrhea, jaundice or has been diagnosed with a foodborne illness, they cannot be allowed to work at the Expo.
- All pots, pans, and utensils must be brought to the event properly cleaned.

If you have any questions, please contact Susan Quam, Executive Vice President of the Wisconsin Restaurant Association at 608.216.2875 or squam@wirerestaurant.org. She will be glad to discuss any concerns you may have. Thank you for helping us make this a safe show for everyone.

LEAD GENERATION



The FreshEx Team has developed a few lead generation tool options for you to consider using to collect contact information on people that you speak to in your booth during the event.

- **Excel Tracking Document**

Attached is an Excel document that you can save to your laptop or phone. It contains key data collection fields that you can ask the prospect as you're talking with them and complete the form while you're having your conversation.

	A	B	C	D	E	F	G	H	I	J	K	L
1	FRESHEX 2023 LEADS											
2												
3	FirstName	LastName	Title	Business	Address	City	State	Zip	Phone	Business/Cell	Email	Industry Buying For
4												
5	Jane	Doe	President	Test Company	111 I Love Food Rd	Freshville	WI	53111	608.111.1111	Cell	ILoveFood@sample.com	Restaurant + Grocery Store
6												

- **Print The Attached Forms**

A lead retrieval form is attached that you can print and bring with you to the event. This old school pen & paper method is actually a tactic that many trade show experts say is best because you're interacting in a more personal way with the show-goer vs. the attendee's badge being scanned and then the prospect quickly leaving your booth.

Fresh EX 2023

First Name: _____ Last Name: _____
 Title: _____ Business: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Business Cell Phone
 Email Address: _____
 Buyer for: Restaurant Bakery Grocery Store
 Follow-up needed by: _____
 Notes: _____

Produced by

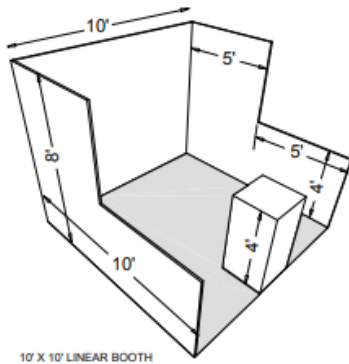
- **Writeable PDF – *Will need Adobe to use***

Same as above but you can have it saved on your computer and enter the details right into the electronic document. This is the perfect option if you want the interaction with the prospect but don't particularly love to handwrite things. You will need to click on the documents on the left panel of the screen to get additional forms opened up.

BOOTH DESIGN REGULATIONS

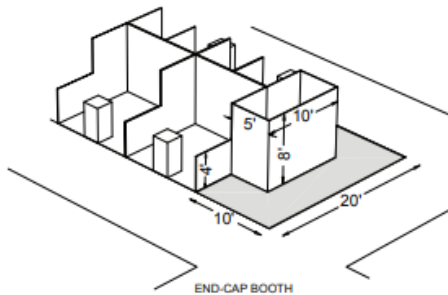


FreshEx exhibits should be set up to follow the guidelines set by the International Association of Exhibits & Events. Those guidelines, as outlined below, are intended to ensure that all exhibitors have an unobstructed view. If you have any questions, please contact Dawn Faris at dfaris@wirerestaurant.org.



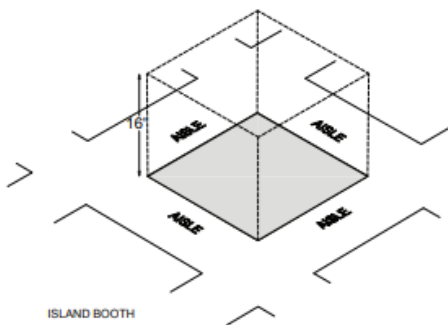
Linear (In-Line)/Corner/Perimeter Booth

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called in-line booths. A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply. A Perimeter Booth is simply a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit. All guidelines for Linear Booths apply to Perimeter Booths except that the maximum backwall height of a Perimeter Booth is twelve feet (12'). Use of space: display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Linear Booths are used in combination as a single exhibit space, the four-foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.)



End-cap Booth

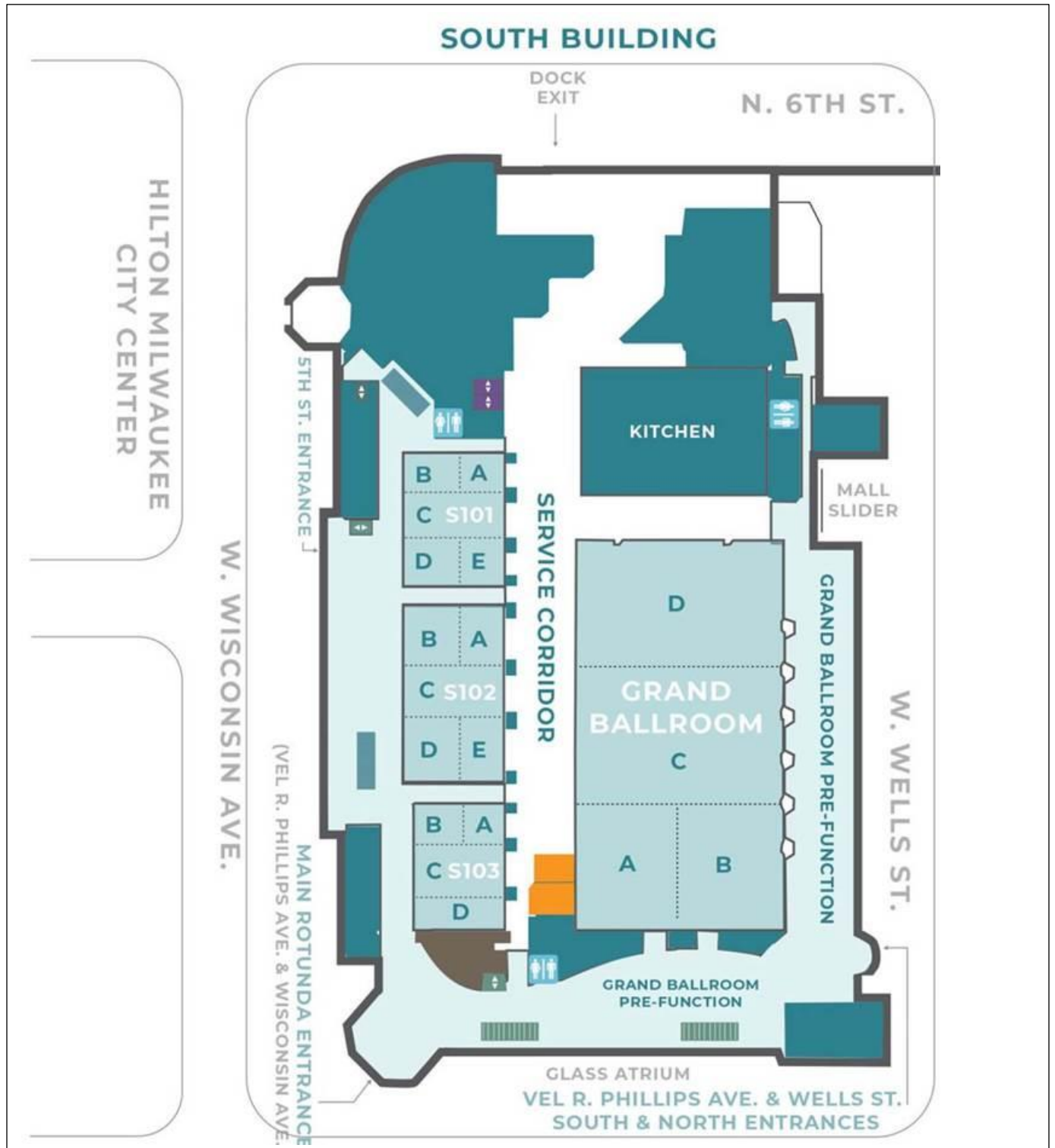
An End-cap Booth is exposed to aisles on three sides and composed of two booths. Use of space: the maximum backwall height of eight feet (8') is allowed only in the rear half of the booth space and within five feet (5') of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.



Island Booth

An Island Booth is any size booth exposed to aisles on all four sides. Use of space: the entire cubic content of the space may be used up to the maximum allowable height, sixteen feet (16'), including signage.

FACILITY LAYOUT – FLOOR 1



FACILITY LAYOUT – FLOOR 3

