

## MAIN MENU

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**Welcome** to the EFA Conference + Expo 2022 Exhibitor Services Manual! The information in the pages below is designed to help guide exhibitors through the planning process of exhibiting at EFA Conference + Expo. Schedules and deadlines as well as links to additional information, online ordering sites, and downloadable printable order forms are included for your convenience.

The **Main Menu** is designed so clicking on a topic will automatically transport you to that section of the manual. Also, each page includes linked tabs at the top to help you navigate back to the Main Menu or another section of the manual. We encourage you to thoroughly review this document, especially those areas that pertain to you and your booth please contact us with any questions that you may have.

## GENERAL INFO

### Dates & Times

#### Move-in

Friday, April 1, 2022	6:00 AM – 5:00PM	Shepard Move-in
Saturday, April 2, 2022	8:00 AM – 5:00 PM	Exhibitor Move-in
Sunday, April 3, 2022	8:00 AM – 12:00 Noon	Exhibitor Move-in

Contact Show Management should you have any special move-in requests.

#### Show Day

Sunday, April 3, 2022	3:30 PM – 5:30 PM
Monday, April 4, 2022	11:30 AM – 2:30 PM
Tuesday, April 5, 2022	9:30 AM – 11:00 AM

#### Move-out

Tuesday, April 5, 2022	10:30AM – 8:00 PM	Exhibitor Move-out
Wednesday, April 6, 2022	8:00 AM – 12:00 Noon	Exhibitor Move-out
Wednesday, April 6, 2022	12:00 Noon – 11:59 PM	Shepard Move-out

### Exhibit Hall Location

Wisconsin Center District  
400 W. Wisconsin Ave  
Milwaukee, Wisconsin 53203  
Phone: 414.908.6000

<https://wisconsincenter.com/>

This is a non-smoking building.

### Show Management Contacts

[Click here](#) for a full list of Show Management.

## VENDORS

Click on vendors to get more information.



Shepard

[EMAIL](#)

[MANUAL & ORDER FORMS](#)



Wisconsin Center  
District

[LINK TO WEBSITE](#)



Eventsphere Housing

Online Reservations

Phone: 864.208.3717

[ORDER FORM](#)



TLC National  
Floral & Plant Services

[ORDER FORM](#)



PWP Studio  
Photography  
[LINK TO WEBSITE](#)  
Phone: (678) 4457-4578



Wisconsin Center  
District Catering

[ONLINE ORDERING](#)

[EMAIL](#)



Per Mar Security  
Services

[LINK](#)



Marsh/Total Event  
Exhibitor Insurance  
[ORDER FORM](#)



Maritz Global Event  
Lead Retrieval

[ORDER ONLINE](#)

[EMAIL](#)



Smart Source  
A/V & Computer Rental:

[ORDER FORM](#)

[EMAIL](#)



Business Centers  
[LINK TO FEDEX](#)  
[LINK TO UPS](#)



Image Model Agency

[INFO PAGE](#)

[EMAIL](#)

Phone: 1 (800) 778-2226

### SHOW PLANNER DEADLINE DATES

Click on items to get more information and link to the website or form.

#### February 8

Maritz Global Event  
Lead Retrieval

[Order Lead Retrieval](#)

#### March 4 – March 25

Shepard Advance  
Shipping

[Advance Shipping Label](#)

#### March 4 – March 25

Shepard Signage Shipping  
for Signs to be  
hung by WCD

[Signage Label  
Sign & Banner Form](#)

#### March 26 – March 31

Shepard Shipping  
Direct to Show Site

[Direct to Show Shipping Label](#)

#### March 28

Smart Source  
A/V & Computer Rental

[Order Form](#)

#### WCD Orders

Electrical, Cleaning, Security,  
Internet and Plumbing

31+ Days = Advanced Day Rate  
30-14 Days = Standard Day Rate  
13-0 Days = Floor Day Rate

[Order Form](#)

#### Exhibitor Checklist

- Submit Certificate of Insurance
- Coordinate Hotel & Travel
- Submit Hanging Sign for approval (if applicable)
- Submit EAC form & EAC Certificate of Insurance (if applicable)

#### Once You Arrive

- Pick Up Badge from Registration
- Confirm Freight Delivery
- Confirm Advance Orders
- Place Onsite Orders if Needed

#### Optional Additional Services

- Floral
- Catering
- Photography
- Models

## Insurance

EFA Conference + Expo does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies. Exhibitors must maintain insurance that meets the requirements below and provide proof to EFA Conference + Expo before the show.



Submit your insurance documents [online](#). Be sure the name of the attachment reflects the name of the insured exhibiting company

An exhibitor shall, at their own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of the exhibitor and shall be written on an occurrence basis. Claims-made policies are not acceptable and do not constitute compliance with the exhibitor's obligations under this paragraph.

The following three types of insurance are required:

- **Workers' Compensation** insurance unless you are the sole proprietor. A sole proprietor is a business entity that is owned and run by one individual. If you have even one other person in the booth working with you, you will need worker's compensation coverage.
- **Comprehensive General Liability** insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products, and liquor liability (if applicable).
- **Automobile Liability** insurance with limits not less than \$500,000 for each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned, and hired vehicles, including loading, and unloading operators. Auto coverage is only required if there is a vehicle in your booth or if you are using a designated loading/unloading area i.e., POV area.

Comprehensive General Liability and Automobile Liability insurance policies shall name as additional insured, Emerald, Wisconsin Center District, and Shepard. If requested, copies of additional insured endorsements, primary coverage endorsements, and complete copies of policies satisfactory to Emerald, shall be furnished to Emerald sixty (60) days before the first day of the event. Certified copies of the Certificates of Insurance or policies shall provide that they may not be canceled without a 30-day advance written notice to Emerald.

The following MUST be contained on the certificate: [DOWNLOAD A SAMPLE CERTIFICATE OF INSURANCE](#)

"Producer" – Name, Address, and Phone Number of the insurance carrier

"Insured" – Company Name, Address, Phone Number, and Booth Number

"Description of Special Items" – "Emerald EFA Conference + Expo 2022, Shepard, Wisconsin Center District and each of its subsidiaries, affiliates, officers, employees, agents, and representatives" must be listed as additional insured for the dates April 2, 2022 – April 5, 2022.

### NEED GENERAL LIABILITY INSURANCE?

Marsh/Total Event Insurance offers General Liability Insurance for \$65 plus tax. [Click here.](#)



#### *Certificate Holder Information should be listed as:*

EFA Conference + Expo  
1145 Sanctuary Pkwy, Ste 355  
Alpharetta, GA 30009

## REPORTING

In the event of damage or loss of property, or an accident or injury, it is your responsibility to contact your insurance broker or carrier immediately.

## BOOTH REGULATIONS

### Construction/Design

#### **EFA Conference + Expo is a “Cubic Content” show.**

Booths must be constructed per the booth guidelines provided within this kit for the specific type of booth space being leased. Violations could result in a fine and/or loss of priority points. Any unfinished and/or exposed portion of an exhibit must be made presentable prior to show opening at the expense of the exhibitor. Any portion **bordering another exhibitor’s space must have the backside of the exhibit finished in a neutral color and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit.**

#### **EFA Conference + Expo is a “No Concrete” show.**

All booths must order or supply their own floor covering that completely covers the cement floor within their contracted booth space.

#### **Show Colors**

Backwall and siderail Drape: Black

Aisle Carpet: Tuxedo

#### **Standard Booth Equipment**

##### Linear, Corner and Perimeter booths

- 8’ high pipe and drape back wall.
- 3’ high pipe and drape side rails.
- 7” x 44” booth identification sign with the company name and booth number.

##### Split Island, Peninsula and End-Cap booths

- 8’ high pipe and drape back wall.
- 7” x 44” booth identification sign with the company name and booth number.

##### Island booths

- Island booths do not come with back drapes or ID signs. If desired, they may be ordered from Shepard.

All other equipment and services are the responsibility of the exhibitor. Online ordering (where available) and printable order forms are located within this kit.

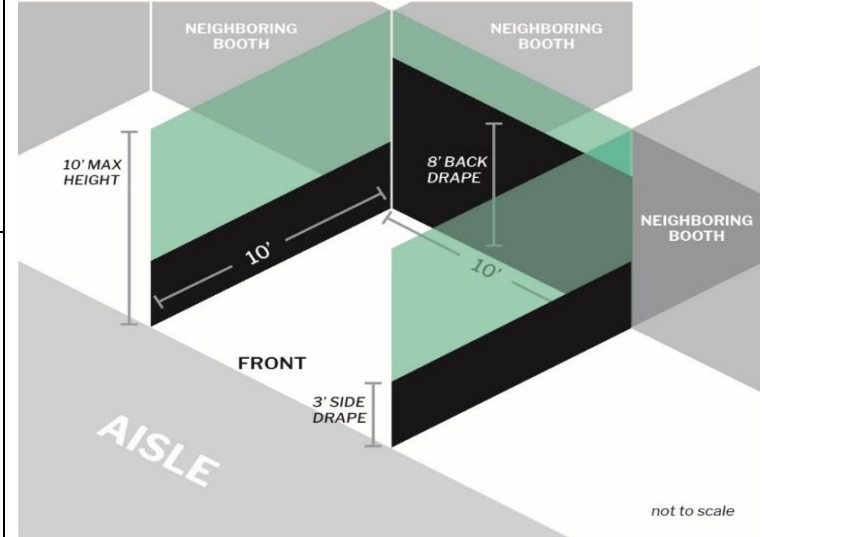
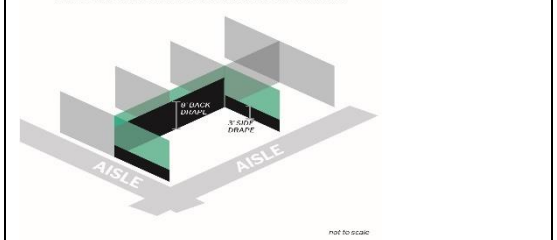
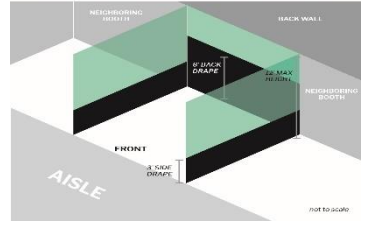
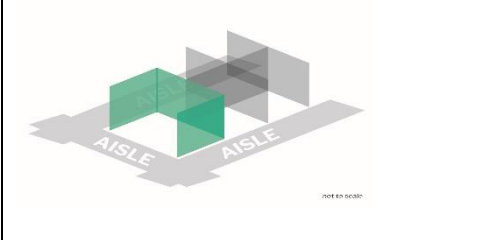
- 7” x 44” booth identification sign with the company name and booth number.

##### Island booths


- Island booths do not come with back drapes or ID signs. If desired, they may be ordered from Shepard.

All other equipment and services are the responsibility of the exhibitor. Online ordering (where available) and printable order forms are located within this kit.

## Inline Booth Guidelines


<p><b>Definition and/or Dimension</b>                  Linear booths, also called “inline” booths, are generally arranged in a straight line, and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.</p> <p>Linear &amp; Perimeter booths are commonly ten feet (10') deep and multiples of ten feet (10') wide, i.e., 10'x10', 10'x20', 10'x30', etc.</p>	<p style="text-align: center;"><b>INLINE BOOTH SPACE</b>                  10 X 10, cubic content, with provided drape, max height 10'</p> 	
<p><b>What's Provided / Included</b></p> <ul style="list-style-type: none"> <li>• 8' high pipe and drape back wall.</li> <li>• 3' high pipe and drape side rails.</li> <li>• 7"x44" booth identification sign with company name and booth number.</li> </ul> <p>All other equipment and services are the responsibility of the exhibitor.</p>		
<p><b>Linear Booth Use of Space – Cubic Content Rule:</b>                  Exhibitors may build their exhibit within the entire width and depth of their booth and up to the maximum allowable height of 10' for the linear booth type.</p>	<p><b>Footprint Rule or “Wiggle Room” Factor</b>                  The width and depth of your booth structure should be designed so any side adjacent to another exhibitor’s booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>	
<p><b>Hanging Signs / Graphics</b>                  Linear/Inline booths are not permitted to have hanging signs.</p> <p>Signs, logos, and graphics placed along booth edges may not face into adjacent booths.</p>	<p><b>Exposed Surfaces</b>                  All exposed exhibit components extending above the 3' high pipe and drape sidewalls and/or the 8' high pipe and drape backwall must be completely finished, painted, and with no exposed wired or framing visible and <b>not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit.</b></p>	
<p><b>Linear / Inline Booth Variations:</b></p>		
<p><b>Corner</b> booths must adhere to the same guidelines as linear booths with the exception that two sides will be exposed to an aisle.</p>	<p><b>Perimeter</b> booths are linear booths that back up against a wall of the facility, not to another line of exhibits, and have a maximum height of twelve feet (12').</p>	<p><b>End-Cap</b> booths are exposed to an aisle on three sides and comprised of two adjacent 10'x10' booth spaces and must adhere to the same guidelines as linear booths.</p>
<p><b>CORNER BOOTH SPACE</b>                  aisles on 2 sides; cubic content w/ provided drape</p> 	<p><b>PERIMETER BOOTH SPACE</b>                  booth backs up to wall in event space, max height 12'</p> 	<p><b>END CAP PENINSULA BOOTH SPACE</b>                  cubic content, aisles on 3 sides</p> 

## Island Booth Guidelines

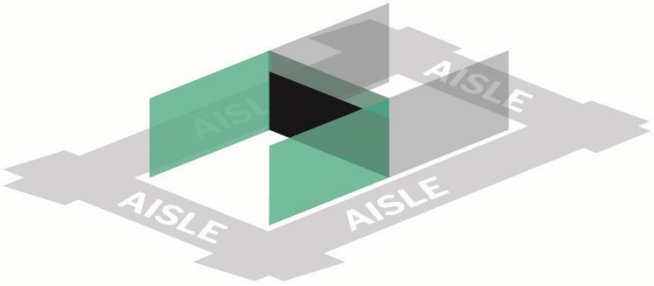
<p><b>Definition and/or Dimension</b> Island booths are any size booth exposed to an aisle on all four sides.</p> <p>Island booths are typically twenty feet (20') by twenty feet (20') or larger, although may be configured differently.</p>	<p style="text-align: center;"><b>ISLAND BOOTH SPACE</b> aisles on 4 sides</p>  <p style="text-align: right;"><small>not to scale</small></p>
<p><b>What's Provided / Included</b> Island booths do not come with drapes or ID signs.</p> <p>All equipment and services are the responsibility of the exhibitor</p>	
<p><b>Island Booth Use of Space – Cubic Content Rule:</b> The entire cubic content of the booth may be used up to the maximum allowable height of sixteen feet (16') from the floor to the top of the highest point of the booth structure.</p>	<p><b>Footprint Rule or “Wiggle Room” Factor</b> Since Island booths do not have any adjacent booths, the footprint rule is not applicable.</p>
<p><b>Covered Exhibits</b> A covered exhibit consists of a display fixture with something placed over or upon the exhibit (e.g., roof, ceiling, tenting, lattice, fabric, plastic) to cover the ground level and/or support decorative structures. The upper portion of a covered exhibit is not occupiable.</p> <p>Fire Extinguisher is required per 10x10 space. If you are using open flames in your booth, please e-mail Betty Evans @ <a href="mailto:betty.evans@emeraldx.com">betty.evans@emeraldx.com</a> to let her know what the flame is used for and what type of gas would be used.</p>	<p><b>Multi-Level Exhibits</b> A Multi-story exhibit is a booth where the display fixture includes two or more levels. A multi-storied exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as Show Management because it is deemed to be a “structure” for building purposes.</p> <p>All Multi-Level and Covered exhibits require a plan that is signed, sealed (with official seal) and dated by a registered architect or engineer and a certificate of flame retardant materials submitted to Show Management and the facility at least sixty (60) days in advance of move-in.</p>
<p><b>Hanging Signs / Graphics</b> Hanging signs may be hung to a maximum of twenty-five feet (25') from the floor to the top of the sign.</p> <p>If a hanging sign is used, there must be an empty space that is a minimum of five feet (5') between the highest point of the ground supported structure and the lowest point of your hanging sign. The empty space must be continuous throughout the entire cubic feet of the booth.</p>	<p><b>Exposed Surfaces</b> All exposed exhibit components must be completely finished, painted, and with no exposed wires or framing visible. Show Management reserves the right to determine whether a wall is finished and may order draping of exposed sides at exhibitor's expense.</p>



## Peninsula Booth Guidelines

<p><b>Definition and/or Dimension</b></p> <p>Peninsula booths are exposed to an aisle on three sides, comprised of a minimum of four booths, and typically back up to linear booths behind.</p> <p>Peninsula booths are usually twenty feet (20') by twenty feet (20') or larger.</p>	<p style="text-align: center;"><b>PENINSULA BOOTH SPACE</b> cubic content, aisles on 3 sides, with provided drape</p>  <p style="text-align: right;"><small>not to scale</small></p>
<p><b>What's Provided / Included</b></p> <ul style="list-style-type: none"> <li>• 8' high pipe and drape back wall.</li> <li>• 7" x 44" booth identification sign with the company name and booth number.</li> </ul> <p>All other equipment and services are the responsibility of the exhibitor.</p>	
<p><b>Peninsula Booth Use of Space – Cubic Content Rule:</b></p> <p>The entire cubic content of the booth may be used up to the maximum allowable height of sixteen feet (16') from the floor to the top of the highest point of the booth structure.</p>	<p><b>Footprint Rule or "Wiggle Room" Factor</b></p> <p>The width and depth of your booth structure should be designed so any side adjacent to another exhibitor's booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>
<p><b>Covered Exhibits</b></p> <p>A covered exhibit consists of a display fixture with something placed over or upon the exhibit (e.g., roof, ceiling, tenting, lattice, fabric, plastic) to cover the ground level and/or support decorative structures. The upper portion of a covered exhibit is not occupiable.</p> <p>Fire Extinguisher is required per 10x10 space. If you are using open flames in your booth, please e-mail Betty Evans @ <a href="mailto:betty.evans@emeraldtx.com">betty.evans@emeraldtx.com</a> to let her know what the flame is used for and what type of gas would be used.</p>	<p><b>Multi-Level Exhibits</b></p> <p>A Multi-story exhibit is a booth where the display fixture includes two or more levels. A multi-storied exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as Show Management because it is deemed to be a "structure" for building purposes.</p> <p>All Multi-Level and Covered exhibits require a plan that is signed, sealed (with official seal) and dated by a registered architect or engineer and a certificate of flame retardant materials submitted to Show Management and the facility at least sixty (60) days in advance.</p>

## Split Island Booth Guidelines

<p><b>Definition and/or Dimension</b></p> <p>Split Island booths are exposed to an aisle on three sides, comprised of a minimum of four booths, and typically back up to another island booth behind.</p> <p>Split Island booths are typically twenty feet (20') by twenty feet (20') or larger, although they may be configured differently.</p>	<p style="text-align: center;"><b>SPLIT ISLAND BOOTH SPACE</b> w/ provided drape</p>  <p style="text-align: right;"><small>not to scale</small></p>
<p><b>What's Provided / Included</b></p> <ul style="list-style-type: none"> <li>• 8' high pipe and drape back wall.</li> <li>• 7" x 44" booth identification sign with the company name and booth number.</li> </ul> <p>All other equipment and services are the responsibility of the exhibitor.</p>	
<p><b>Peninsula Booth Use of Space – Cubic Content Rule:</b></p> <p>The entire cubic content of the booth may be used up to the maximum allowable height of sixteen feet (16') from the floor to the top of the highest point of the booth structure.</p>	<p><b>Footprint Rule or "Wiggle Room" Factor</b></p> <p>The width and depth of your booth structure should be designed so any side adjacent to another exhibitor's booth is 3 inches less than the dimensions of your booth space. This is to allow space for the dividing drape and utility cables/hoses that must be run between booths.</p>
<p><b>Covered Exhibits</b></p> <p>A covered exhibit consists of a display fixture with something placed over or upon the exhibit (e.g., roof, ceiling, tenting, lattice, fabric, plastic) to cover the ground level and/or support decorative structures. The upper portion of a covered exhibit is not occupiable.</p> <p>Fire Extinguisher is required per 10x10 space. If you are using open flames in your booth, please e-mail Betty Evans @ <a href="mailto:betty.evans@emerald.com">betty.evans@emerald.com</a> to let her know what the flame is used for and what type of gas would be used.</p>	<p><b>Multi-Level Exhibits</b></p> <p>A Multi-story exhibit is a booth where the display fixture includes two or more levels. A multi-storied exhibit requires prior approval by the exhibit facility, and/or relevant local government agency, as well as Show Management because it is deemed to be a "structure" for building purposes.</p> <p>All Multi-Level and Covered exhibits require a plan that is signed, sealed (with official seal) and dated by a registered architect or engineer and a certificate of flame retardant materials submitted to Show Management and the facility at least sixty (60) days in advance.</p>
<p><b>Hanging Signs /Graphics</b></p> <p>Hanging signs may be hung to a maximum of twenty-five feet (25') from the floor to the top of the sign. Signs, logos and graphics must be set back no less than five feet (5') from adjacent booths. This includes the side of a hanging sign that is facing adjacent booths.</p> <p>If a hanging sign is used, there must be an empty space that is a minimum of five feet (5') between the highest point of the ground supported structure and the lowest point of your hanging sign. The empty space must be continuous throughout the entire cubic feet of the booth.</p>	<p><b>Exposed Surfaces</b></p> <p>All exposed exhibit components must be completely finished, painted, and with no exposed wires or framing visible. Show Management reserves the right to determine whether a wall is finished and may order draping of exposed sides at exhibitor's expense.</p>

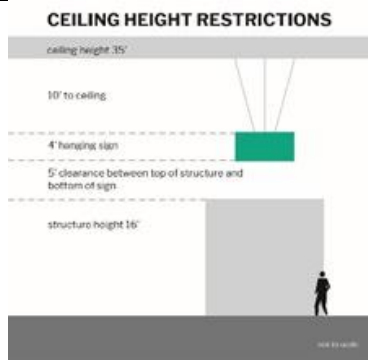
## Hanging Signs

Permitted in all Island, Split Island, and Peninsula booths that are 400 sq. ft. or larger. Endcap and linear booths do not qualify for hanging signs and graphics, regardless of size.

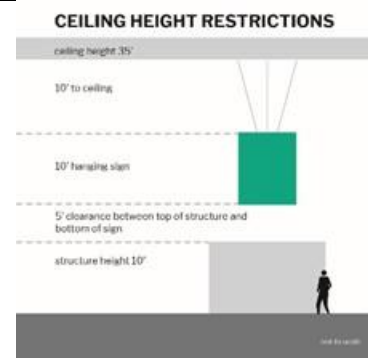
Hanging signs and graphics are permitted to be hung in all island, split island and peninsula booths to a maximum height of twenty-five feet (25') from the floor to the top of the hanging sign. All booth structures are permitted to be from the floor, a maximum of sixteen feet (16').

Island and split island booth structures that are sixteen feet (16') tall can have a hanging banner over their booth. **The hanging banner/graphic must have five feet (5') separation of air space between the booth and the banner/graphic.**

10'x10', 10'x20' or 10'x30' linear booths and 10'x10', 10'x20' or 10'x30' island booths are not permitted to have hanging signs and are not permitted to build about 10' high. 10'x20' booths that are opened on three to four sides are not considered island booths.



**Structure at a max height of 16'  
 Sign at a max height of 4'**



**Structure at a max height of 10'  
 Sign at a max height of 10'**

### Rigging Orders

- IATSE Local 18 stagehand union must perform all rigging services. If any rigging is required for booth construction, sign hanging, or lighting purposes, please contact your WCD EVS Manager to schedule riggers. The contracted decorator is not permitted to hang items in any of the WCD facilities.

-Electrical service requirements to power motors must be ordered in advance on the WCD electrical form.

-Hanging signs should be shipped to the Advance Warehouse. Plan to use two labels on each piece you will be shipping and use a waterproof marker to address the label and mark your booth number.

### Approval Process:

#### Step 1:

Complete and submit [Exhibitor Sign and Banner form](#). Show Management will confirm submission and send you approval or decline.

#### Step 2

Complete and submit [electrical service and labor forms](#).

#### Step 3

Use [Advanced Warehouse shipping label](#) to ship signage  
 By:

**Delivery Hours: Monday - Friday, 8:00AM -4:00PM**

**First day freight can arrive without a surcharge:**

- Friday, March 4, 2022

**Last day freight can arrive without a surcharge:**

- Friday, March 25, 2022

If you have any problems submitting, please email hanging sign requests to: Betty Evans: [Betty.Evans@emerald.com](mailto:Betty.Evans@emerald.com)

## Drones

No drones, remotely piloted aircraft systems (RPAS), or Unmanned Aerial Vehicles (UAVs) are permitted in any exhibit hall or any EFA Conference + Expo space.

## Lighting/Truss

- No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to Show Management for approval.
- Lighting, including spotlights and gobos, should be directed to the inner confines of the exhibit space. Lighting should not project onto other exhibits or exhibition aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved by Show Management.
- Lighting that spins, rotates or pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the exhibition.
- Currently, some facilities do not allow quartz halogen lighting fixtures in exhibits due to potential fire hazards. Check with Show Management for rules specific to the event facility.
- Droplights or special lighting devices must be hung at a level or positioned so as not to prove to be an irritant or distraction to neighboring exhibit booths or guests.
- Use of halogen rules vary by facility and should be verified prior to booth construction. To ensure safety, halogen lamps are limited to 75-watts and must be of the sealed variety which prevents direct handling of the bulb. The use of any stem mounted halogen or other fixtures employing either a linear quartz bulb or a non-shielded halogen bulb is strictly prohibited.

## Balloons or Inflatables

- The use of helium balloons smaller than 36 inches in diameter is not allowed.
- Smaller air-filled balloons may be used for decoration and/or handouts.
- Large helium-filled balloons, such as advertising balloons, may be used only if they are securely anchored to the exhibit. No helium balloons or blimps may be flown inside the building.
- Mylar balloons are not allowed anywhere on property.
- Helium gas cylinders for refilling must be secured in an upright position on safety stands with the regulators and gauges protected from damage. No overnight storage of helium or compressed air cylinders in the building are allowed.
- Balloons cannot be released out of doors due to airport flight patterns in the area. A cleaning fee will apply should the balloons be left on property after the event.

## Freight & Deliveries

**Warehouse Address\_- FREIGHT MUST BE DELIVERED BETWEEN MARCH 4<sup>th</sup> – MARCH 25<sup>th</sup> TO AVOID A SURCHARGE**

TForce c/o Shepard Exposition Services

FOR: Environments for Aging

***Must add Exhibiting Company Name and Booth #***

4924 South 13<sup>th</sup> Street

Milwaukee, WI 53221

**Direct To Show Site Address – NOT TO BE DELIVERED AFTER SATURDAY, APRIL 2<sup>nd</sup>**

Shepard Exposition Services/ Wisconsin Center

FOR: Environments for Aging

***Must add Exhibiting Company Name and Booth #***

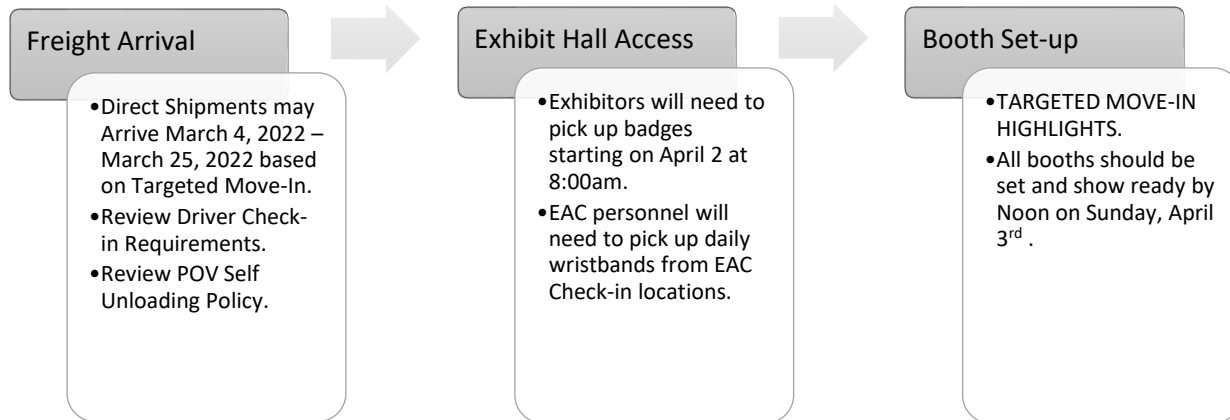
400 West Wisconsin Ave

Milwaukee, WI 53203

## Marshaling Yard

There is no Marshaling Yard. Therefore, anyone driving in a POV can go directly to the loading dock at the Convention Center to unload during move-in times.

## Move-in/out Procedures



## Self-Unloading / Hand Carry Policy

Full-time exhibitor personnel shall have the right to unload personal vehicles and hand carry exhibit material provided:

- They utilize the unloading space designated by the service contractor and the facility.
- The vehicle is a Privately-Owned Vehicle (POV) and is no larger than a panel van.
- They do NOT use hand-trucks, pallet jacks, or 4-wheel dollies.
- They utilize no motorized lift equipment.
- The vehicle is NOT left unattended at any time and is removed once it has been unloaded.

## Privately Owned Vehicles (POV)

POV's are vehicles primarily designed for passenger use, such as a car, pickup, small mini-van, or SUV.

POV's are not closed body truck with dual wheels, trucks, utility vans, or trailers pulled by another vehicle. Personal vans filled with exhibit materials will be required to utilize handling services provided by Shepard.

POV's can be unloaded and/or loaded by hand or apparel rack. Wheeled carts are not permitted.

*A POV, or Privately Owned Vehicle, is any vehicle primarily designated to transport passengers and not cargo or freight. Qualifying vehicles include pick-up trucks, passenger van, SUV, taxi, or a box truck less than 17' in length.*

## Truck Deliveries / Pick-up

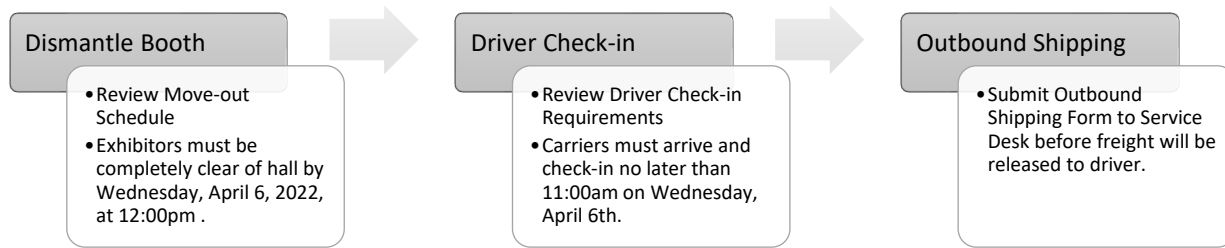
### Exhibitor Unloading

Shepard will handle and control the unloading and loading of all vehicles at the loading dock. For additional information, please refer to the Labor Jurisdictions located in the Shepard Information & Order Forms section.

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- The vehicle is a Privately-Owned Vehicle (POV) and is no larger than a panel van.
- They do NOT use hand-trucks, pallet jacks, or 4-wheel dollies.
- They utilize no motorized lift equipment.
- The vehicle is NOT left unattended at any time and is removed once it has been unloaded.

## OUTBOUND SHIPPING



### Accessible Storage

Accessible storage service is available at show site for exhibitors to easily access their product samples and literature during show days only.

### INSTALL/DISMANTLE & LABOR REGULATIONS

- Materials for an exhibit display may not be delivered to the exhibition facility before the official move-in period
- Under no circumstances will the delivery or removal of any exhibit or portion thereof be permitted during the exhibition without permission first being secured from Show Management.
- No displays may be dismantled prior to the official closing of the exhibition. Such activity will be considered a violation of these rules and regulations.
- All materials must be removed from the facility by the end of the official move-out period. (Official move-in, move-out, and exhibition dates and times may be subject to change. Show Management will notify exhibitor of official dates, times, and any changes.)
- Show Management reserves the right to assign specific days to exhibitor for delivery of equipment and/or display items.

### Forklifts

Due to liability concerns and/or labor jurisdictions, exhibitors, or their Exhibitor Appointed Contractors (EACs) may not operate any type of mechanical or powered equipment including forklifts, manual or electric pallet jacks, overhead lifts, etc.

### Tipping

Tipping is expressly prohibited. This includes such practices as giving money, merchandise, or other special consideration for services rendered. Do not give coffee breaks other than mid-morning and mid-afternoon when the union has a 15-minute paid break. Meal breaks are one hour. Any attempt to solicit a gratuity by an employee for any service should be reported immediately to Shepard Exposition Services.

Employees of the exhibiting company may perform the below duties:

	Task	An Exhibitor Can	An Exhibitor Can't
CONSTRUCTION	Use Power tools or other types of carpenter/construction equipment are not permitted in the building unless specific written approval is obtained in advance.	X	
	Ladders.	X	
	Paint.	X	
	Install & dismantle small, non-electric sign attached to booth by exhibitors full-time employees.	X	
FREIGHT	Move any freight by hand carry.	X	
	Move any freight from a vehicle larger than an Econoline/Sprinter van.		X
	Move freight using motorized devices or pallet jack.		X
ELECTRICAL	Plugin their own devices and equipment for properly ordered 110-volt electrical service of 1500 watts or less.	X	
	Plugin their own devices of 110 volt/ 1500 watts themselves.	X	
	Install light bulbs.	X	
	Install, assemble, or dismantle electrical hanging signs and truss.		X
MERCHANDISING	Test and tune equipment.	X	
	Unpack, pack, and arrange their merchandise and products in their exhibit.	X	
	Clean and wipe down their products and display merchandise and parts of their exhibit not installed by other <b>union</b> labor.	X	

**Building Rules/Guidelines**

It is strongly recommended that all exhibitors visit the [Wisconsin Center District](#) Planning guide. This page includes valuable information and documents to be downloaded with information that should be reviewed and understood for any topics relating to your booth.

**Safety**

Fire Marshal Requirements & Permitting

[https://city.milwaukee.gov/EN/City/Search?Search\\_Keywords=permits](https://city.milwaukee.gov/EN/City/Search?Search_Keywords=permits)

- Fire Code Ordinances - <https://city.milwaukee.gov/cityclerk/LRB/ordinances>
- Wisconsin Center District has a full sprinkler system

**Environmental Laws OSHA Regulations**

All exhibitors must be in compliance with environmental laws and OSHA regulations. To facilitate this compliance, the Organizer strongly urges all exhibitors who give samples of any chemicals, cleaners, or inks to include a Material Safety Data Sheet (MSDS) with each sample given.

**Clean Floor Policy**

All crates and skids must be tagged and removed from the exhibit floor no later than 12:00pm on Wednesday, April 6, 2022. This will allow Shepard and the cleaning provider sufficient time to complete the laying of the aisle carpet and the overall cleaning of the exhibit hall as well as provide exhibitors the space to complete their booth set up by keeping aisles clear.

### **Excessive/Bulk Trash**

Any exhibitors promoting giveaways from their booths which generate additional trash are required to order porter service for their booth. Exhibitors who require porter service for their booths, but do not order it, will automatically be billed for this service. Any wooden crates or large containers left on the show floor (not labeled as empty storage) will be subject to an additional fee for dismantling and disposal.

### **Booth & Material Abandonment**

Exhibitors that leave excessive literature and/or display materials in their booth at the end of the published move-out time will be deemed to be guilty of "material abandonment". Any charges incurred on behalf of Show Management to remove the abandoned materials to ensure that Show Management can comply with the published move-out schedule of the facility as stated in their license agreement for the event will be billed to the exhibitor directly. Show Management & the facility will NOT be responsible for the recovery of abandoned materials that are left in an exhibitor's booth past the move-out dates/times as published in the Exhibitor Manual.

### **Care of the Facility**

- it is understood that exhibitors shall neither injure, nor mar, nor in any manner deface the premises.
- exhibitors will not be permitted to drive nails, hooks, tacks, or screws into any part of the building, put up decorations or adhesives that would deface the premises.
- all curtains, draperies and decorations made from textiles of combustible fibers or other flammable materials must be flame proofed in the manner approved by all applicable jurisdictions.
- exhibitor shall promptly pay for any and all damages to the facility, booth equipment or the property of others caused by the exhibitor or any of its employees, agent's contractors, or representatives.



## Exhibitor Appointed Contractor

If exhibitors wish to use an Exhibitor Appointed Contractor (EAC), the contractor must adhere to all rules and regulations of EFA Conference and Expo and the Wisconsin Center District. This includes keeping “no freight aisles” clear, clearing empty crates off the show floor and being properly badged.

All contracted personnel must check be on the Exhibitors Badge request form and check in at Exhibitor Registration before admission to the exhibit floor. They also must have proof of company affiliation and a photo I.D.

All contracted personnel must check-in at Exhibitor Registration before admission to the exhibit floor. Personnel must have proof of company affiliation and a photo I.D.

The EAC shall refrain from placing an undue burden on the official service contractors by interfering, in any way, with the official contractor’s work.

The EAC will not solicit business at the event and must wear badges at all times. It is the exhibitor’s responsibility to make sure that all independent contractors are properly badged before arrival.

If the EAC, in any way, disrupts the orderly conduct of business by any of the official contractors or impairs the smooth installation and dismantling of the event, the EAC will immediately cease such disruption or be removed from the event site. Show Management will have the final decision in such instances.

- The Wisconsin Center District (Facility), Emerald (Show Management), and Shepard Exposition Services (General Service Contractor) must be named as additionally insured by all contractors working in the hall. Show Management must receive the certificate of insurance no later than 30 days before the commencement of installation must be submitted to Betty Evans at [betty.evans@emeraldx.com](mailto:betty.evans@emeraldx.com).

Show Management will give authorization to the EAC to provide installation and dismantling services to the exhibiting firm upon receipt of:

- Certificate of insurance for workers’ compensation and employers’ liability, comprehensive general liability, and automobile liability insurance.
- The workers’ compensation and employers’ liability insurance must provide a minimum limit of (recommended \$500,000 USD) and meet the requirements established by the state in which the event is being held.
- Comprehensive general liability coverage must provide at least (recommended \$1 million USD per occurrence /\$2 million USD general aggregate) in coverage and shall name Show Management, the sponsoring associations, the event owners, the official contractor, and the facility as additional insured.
- Automobile liability should include all owned, non-owned, and hired vehicles with limits of (recommended \$500,000 USD) bodily injury and (recommended \$500,000 USD) property damage liability.

In performing work for their clients, the EAC shall cooperate fully with the official contractors and shall comply with existing labor regulations or contracts as determined by the commitments made and obligations assumed by Show Management in any contracts with the official contractors. Failure to comply with these regulations will result in refusal or loss of authorization to perform services and immediate removal from the event site.



Exhibitors using an installation and dismantling contractor (I&D), and/or an exhibitor appointed contractor (EAC) to set-up or teardown their exhibit, must name the Wisconsin Center District, Emerald and Shepard Exposition Services as additionally insured by all contractors working in the hall. Show Management must receive the certificate of insurance no later than 30 days before the commencement of installation must be submitted to Betty Evans at [betty.evans@emeraldx.com](mailto:betty.evans@emeraldx.com).

## **Move-Out**

### **Exhibitor Move Out Dates and Times**

Tuesday, April 5, 2022	10:30AM – 8:00 PM
Wednesday, April 6, 2022	8:00 AM – 12:00 Noon

### **Dismantle & Move out Information**

Shepard will begin returning empty containers and skids as soon as the aisle carpet is removed from the floor. All exhibitor materials must be removed from the facility by Wednesday, April 6<sup>th</sup> at 12 noon. Any materials remaining in the hall will be rerouted or returned to Shepard's warehouse to await disposition at the exhibitor's expense.

### **Post Show Paperwork & Labels**

Shepard's Customer Service Representatives will gladly assist you in preparing your outbound shipping labels, outbound Material Handling Authorization paperwork, and outbound shipping in advance. You may find these forms included in this exhibitor services catalog. An email with links to an online portal will also be sent to the exhibitor contact on record for the booth. Labels and paperwork will also be available onsite. Make sure your carrier knows your company name and booth number.

### **Outbound Shipping**

It is the responsibility of each exhibitor to arrange for transportation of booth materials after the event. Shepard's Customer Service Representatives will be available preshow, during the show, and during move out to assist you in arranging shipping through our official carrier Shepard Logistics. For peace of mind and easy setup, contact Shepard Logistics before the event for transportation services to and from the event. Shepard does not provide UPS, FED-EX, or other carrier specific labels. Exhibitors must schedule pickups directly with all carriers as well as provide carrier specific shipping labels

### **Pick Up Address**

Wisconsin Center District  
400 W. Wisconsin Ave  
Milwaukee, Wisconsin 53203  
Phone: 414.908.6000

## UTILITIES

### Electrical, Plumbing, Gas, Compressed Air & Internet Services

The Wisconsin Center District is the exclusive provider of electrical, plumbing, gas, and cable services to exhibitors. Services can be [ordered online](#).

## ONSITE BOOTH GUIDELINES

### Display

#### **Animals**

Permission for any domesticated animal (cats, dogs, etc.) to appear must be approved by Show Management then by the facility. Non-domesticated animals will be considered on an individual basis.

#### **Booth Appearance**

All open or unfinished sides of the exhibit which may appear unsightly must be covered or Show Management will have them covered at the exhibitor's expense.

Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering, or graphics that would detract from the adjoining exhibit.

Exhibitors that do not properly cover the floor of their entire exhibit area will be required to have carpet supplied by the General Service Contractor at the exhibitor's expense.

#### **Display of Product**

Aisles must not be obstructed at any time. No portion of an exhibitor's display, product, or demonstration may extend into any aisle, including the audience. Space within the booth must be designated for any group of attendees viewing or participating in a presentation or demonstration within the booth.

Fog, smoke, and steam machines are not permitted.

Exhibitors are prohibited from possessing, displaying, or depicting any products or components in their booth which could be interpreted as being a promotion of another company.

No exhibit will be permitted which interferes with the use of other exhibits or impedes access to the aisles.

Items located in the exhibit space must be in good taste or will be removed at the discretion of Show Management.

#### **Floral**

The official provider of floral and plants is TLC National Convention Plant Services. Visit their [website](#) for more information or download the [order form](#).

### Demonstrations

#### **Exhibitor Conduct /Good Neighbor Policy**

As a matter of safety and courtesy to others, exhibitors shall conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentations, audio visual presentations, and demonstration areas to ensure compliance. No activities should be planned, or products displayed in a manner that would require an audience to gather in the aisles. Show Management reserves the right to determine if a demonstration interferes with adjacent exhibit spaces and when it must be discontinued.

- Exhibitors must comply with local regulations regarding fire/safety and environment which must be adhered to. Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of 3 feet (.91 meters) and/or install hazard barriers as necessary to prevent accidental injury to spectators. Additionally, demonstrations should only be conducted by qualified personnel.
- Attention-getting devices, gimmicks and tactics that do not reflect favorably on the educational or business purpose of the show are prohibited. Exhibitors are encouraged to receive approval from Show Management for any activities in question prior to the show.

## Food & Beverage Sampling

The facility's exclusive food and beverage vendor has a responsibility to strictly regulate any food and beverage activity. All food must be prepared and served from within the regulations of the city and county. Distribution of food and beverages:

- All business activities of the exhibitor at the event must be within the exhibitor's allotted space.
- Pre-packaged, single unit samples may be allowed to be distributed from an exhibitor's booth.
- Alcoholic sampling is not allowed by some facilities depending on local laws and type of event. Please check with the facility's exclusive food and beverage vendor to confirm.
- Popcorn, peanuts in the shell and cotton candy are NOT permitted on the show floor at any time and may not be distributed from any exhibit booth.

## Hospitality & Networking Events

No exhibitor, or any affiliate thereof, shall conduct any off-site activity during official event hours that would encourage attendees to leave the officially scheduled event activities.

Hospitality suites shall not be open during event hours. Meeting and hospitality rooms – only exhibiting companies will be permitted to have meeting rooms or hospitality/business suites at any of the official hotels or exhibit facilities.

Exhibitors must inform Show Management of any hospitality suites, functions, classes, seminars, or exhibits being held at venues other than the exhibition floor and must receive express written consent from Show Management for said activities prior to the show. Such activity must be for internal business or staff meetings. Exhibitors who are found to be in violation of outside activities rules and regulations will be subject to the loss of priority points.

Show Management strictly prohibits solicitation of business in any public areas occupied by the event, including public areas in conference hotels. Such solicitations are limited to badged individuals within registered booths in the exhibit hall only.

Companies who wish to host hospitality suites must apply in writing to Show Management using the form included in the Exhibitor Manual for permission and must agree that the suites not be open during any scheduled event. In addition, no exhibitor may hold any revenue-producing event, fundraising event, or event of any type targeted to the event attendees at any time during event without the advance written approval of Show Management. If an activity is held without approval, Show Management reserves the right to exclude the exhibitor from future events

## Models / Temporary Staffing

The official provider of models, hosts, and other talent is Image Model Talent Agency. Visit their [website](#) for more information or download the [information sheet](#).

## Noise / Music

In general, exhibitors may use sound equipment in their booths so long as the noise level does not, in the exclusive judgment of Show Management, disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle.

Sound is not permitted to go over 80db's when measured from the aisle immediately in front of a booth.

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. Show Management does not have a license with any licensing agencies; therefore, exhibitor is responsible for obtaining licensing directly. Adherence to these federally mandated copyright licensing laws is of critical importance.

## Raffles, Drawings, and Contests

Raffles, drawings, and contests, if permitted by law, are allowed in an exhibitor's booth but will be regulated by Show Management. Show Management reserves the right to limit the promotional activity anywhere on the exhibition floor as they see fit to ensure a professional and safe atmosphere. These activities include and are not limited to, handouts, contests, lotteries, promotional activities, entertainment, raffles, and drawings.

## Security Information

EFA Conference + Expo Show Management makes every effort to protect exhibitors' merchandise and displays. Show Management will provide perimeter guard service on a 24-hour basis to include move-in, show days, and move-out. While Show Management will implement security measures to safeguard your property, neither Show Management, the Wisconsin Center District, agents nor employees assumes any responsibility for such property, loss, or theft.

Exhibitors are solely responsible for the care, custody, and control of their own exhibit space and material. Exhibitors should carry insurance for covering loss or damage to their exhibit material.

Small electronic equipment such as video players, monitors, cameras, etc., should never be left unattended. In cases where valuable equipment may not be removed to storage daily, the services of a private booth guard are available.

When shipping your equipment, do not list contents on the outside of crates or cartons. Do not ship computers, monitors, tablets, or other electronic equipment in the manufacturer's cartons. Place these cartons inside larger crates or have special packaging made, which does not indicate contents.

At the close of the show, when your materials have been packed and bills of lading have been prepared, turn in your completed bills of lading at the general service contractor's service desk. Do not leave bills of lading in your booth or attached to your crates.

### ***Tips To Help Protect Your Product***

- Monitor your booth when your product is being delivered.
- Hire a security guard to watch your booth overnight.
- Perform an inventory after your product has been delivered and note any damages or missing items.
- Do not list the contents on the outside of your shipping crates/boxes. Use a code to indicate contents.
- After show hours cover your displays with a tarp or other solid material to discourage potential theft.
- Do not leave valuable exhibit materials or proprietary information under tables or behind displays when the show is closed, or your booth is unattended.
- Always staff your booth during show hours (required).
- Staff your booth until your product and/or the floor is cleared during move-out. Once the show has closed, pack as quickly as possible and do not leave your display unattended.



Review the Security Form  
for more information on  
booth guards.

[Per Mar Security](#)

## REGISTRATION

### REGISTRATION

#### Staff Badges

Booth personnel may be registered online by logging in to your [EFA Expo Exhibitor Console](#).

Exhibitors will need to pick up their badges onsite at registration upon arriving at the Wisconsin Center District. Exhibitors will not be allowed to pick up badges for anyone else and everyone must present photo I.D. when picking up their badge.

All exhibitor personnel must have and visibly wear their Exhibitor badge while in the exhibit hall during move-in, move-out and official show hours.

Each exhibiting company may register 2 staff members per 100 square foot space occupied at no charge. Additional exhibitor registrations are available for a fee. Buyers, customers, and exhibitor appointed contractor personnel should **not** be registered as exhibitors.

Badges are the property of Show Management and are non-transferable. The lending/sharing of badges is prohibited and will result in confiscation.

Exhibitor badges do NOT automatically receive access to conference sessions. If exhibiting staff desire to attend conference sessions, this can be added to their registration for a fee at Exhibitor Registration.

#### Admission Policy

##### Children

Children under the age of 16 are not permitted on the exhibit floor.

##### Early Appointments

Exhibitors with proper badges and/or the appropriate daily wristband are permitted 2 hours prior to open of show to the exhibit hall on show days.

##### Guests

All guests must have and visibly wear their Guest badge while in the exhibit hall, sessions, or any function held by EFA Conference + Expo show hours.

## GETTING THERE

### Hotels

EventSphere is EFA's official hotel agency and the best way to book. Hotel arrangements can be made online through the [Hotel Accommodations](#) page on the EFA website.

### Parking

Due to the construction of the expansion of the Wisconsin Center, the surface lot between Wells and Kilbourn Avenues will not be available. Ample downtown parking can be found at [SpotHero.com](#).

### Shuttles

EFA Conference + Expo will not have shuttle service.

### Rideshare / Taxi

Taxis, Uber, and Lyft are drop-off and pick-up will be in designated areas outside of the Wells Street entrance, or the main entrance at Wisconsin Avenue and Vel. R. Phillips Ave.

### City Resources

While in Milwaukee, experience a world of thrilling attractions, superb restaurants, shows, and shopping. Take advantage of [WCD.org](#) to plan your trip!

**EFA CONFERENCE & EXPO 2022**

## Business Center

FedEx Link - <https://local.fedex.com/en-us/wi/milwaukee/office-0658?cmp=LOC-1001545-3-1-971-1110000-US-US-EN-GPLCOPYANDPRINT>

UPS Link - [https://locations.theupsstore.com/wi/milwaukee/1345-n-jefferson-st?utm\\_source=Yext&utm\\_medium=organic&utm\\_campaign=Listings](https://locations.theupsstore.com/wi/milwaukee/1345-n-jefferson-st?utm_source=Yext&utm_medium=organic&utm_campaign=Listings)

## SPONSORSHIP OPPORTUNITIES

Find opportunities to maximize your exposure and brand presence to the entire EFA Conference + Expo audience by visiting the [Advertising & Sponsorship](#) page on the EFA Conference + Expo website.

## ONSITE EXHIBIT SPACE RENEWALS

An onsite Sales Office will be in operation during show days. Please make sure to come by at your scheduled time to select your booth and sign up for future EFA events and sponsorship opportunities.

## MEDIA

### Photography/Video Recording

- Photography and video recording are NOT permitted in the exhibit hall except by the Official Show Photographer or an approved Exhibitor Appointed Photographer.
- Exhibitors and/or approved Exhibitor Appointed Contractors may photograph or record their own exhibits during show days ONLY.
- Photography or video recording of any area outside an exhibitor's booth (including but not limited to Registration Areas, Keynote Sessions, Conference Sessions and Meeting Rooms) is prohibited.
- If planning to use an approved Exhibitor Appointed Photographer, please complete and submit the online Photographer Approval Form found in your EFA Connect in the Important Exhibitor Forms section under Invoices and Logistics.
- Members of the press must first receive permission from the exhibitor to photograph the exhibitor's booth.