



## EXHIBITOR MANUAL

*Milwaukee Journal Sentinel Sports Show*  
March 6 – 10, 2019

The Milwaukee Journal Sentinel and Outdoor Sports Group, LLC would like to thank you for being a part of the 79th Annual Milwaukee Journal Sentinel Sports Show. Please read this exhibitor manual carefully. It will save you time and money and help make the Sports Show a success for you.

**Each form indicates where you should send the form and a *deadline date*.** The earlier you complete these forms and mail to the address on each form, the better! It is critical that you complete the forms by the deadlines specified. We look forward to seeing you in Milwaukee.

### Contact Information:

Show Website: [www.jsonline.com/sportsshow](http://www.jsonline.com/sportsshow)

Contacts	Position	Phone	Email
Rick Rosalina	Show Director	917-335-5205	<a href="mailto:rick@osgshows.com">rick@osgshows.com</a>
Peter Romano	Director of Sales	646-942-2042	<a href="mailto:peter@osgshows.com">peter@osgshows.com</a>
Jennifer Bain	Exhibitor Services	212-564-8823	<a href="mailto:jennifer@osgshows.com">jennifer@osgshows.com</a>
Crystal Young	Operations	212-564-8823	<a href="mailto:crystal@osgshows.com">crystal@osgshows.com</a>

Outdoor Sports Group, PO Box 2952, NY, NY 10163

Contacts	Position	Phone	Email
Alison Wescott	Marketing/Sponsorship	920-841-0495	<a href="mailto:awescott@gannett.com">awescott@gannett.com</a>

MILWAUKEE JOURNAL SENTINEL 333 West State Street, Milwaukee, WI 53203

**Show Dates: 5-Day Show** – Wednesday, March 6 to Sunday, March 10, 2019

#### Show Location:

Wisconsin State Fair Park  
Exposition Center  
640 S.84<sup>th</sup> St.  
West Allis, WI 53214  
Telephone: 414-727-8840  
Fax: 414-727-8842

#### Show Hours:

Wednesday, March 6,	12:00 p.m. to 9:00 p.m.
Thursday, March 7,	12:00 p.m. to 9:00 p.m.
Friday, March 8,	12:00 p.m. to 9:00 p.m.
Saturday, March 9,	10:00 a.m. to 9:00 p.m.
Sunday, March 10,	10:00 a.m. to 5:00 p.m.

# MOVE IN / MOVE OUT INFORMATION

## Move-In Information

The Wisconsin State Fair Park Exposition Center is a fantastic facility. You will find it very user-friendly. You must follow these procedures when moving into the building.

The move in is targeted so It is **critical that you follow the targeted move-in times** and unloading areas. Please refer to the targeted move in floor plan for your schedule time. If you cannot make your move-in time, please call the Operations team at (212) 564-8823 or email [crystal@osgshows.com](mailto:crystal@osgshows.com).

Please recognize the schedule is set up to have the Show move-in in an orderly fashion. If you require a Wednesday morning move-in, it is *imperative* that we know as soon as possible. Please contact Operations at (212) 564-8823.

Times have been assigned for all areas of the targeted move-in. **Refer to the Targeted Floor Plan for your schedule time**

## Move-In Schedule

### MONDAY, MARCH 4, 2019

MARINE, BULK SPACE AND SHOW FEATURES (*As Pre-Scheduled with Floor Manager*)

7:00 AM – 7:00 PM	Marine, Bulk Space and Show Features Move In
8:00 PM	All Vehicles Must Be Off the Floor
9:00 PM	Floor Closes

### TUESDAY, MARCH 5, 2019

NO DRIVING ON THE FLOOR (Unless Pre-Scheduled with Floor Manager)

7:00 AM – 9:00 PM	Marine, Bulk Space and Show Features Move In
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#### ***Beginning General Move-In (In-Line Booths)***

1:00 PM – 9:00 PM	Move-in times apply to in-line booths (10x10, 10x20, etc.)
9:00 PM	Floor Closes

### WEDNESDAY, MARCH 6, 2019

NO DRIVING ON THE FLOOR – GENERAL MOVE-IN CONTINUES

7:00 – 10:00 AM	Move-in times apply to in-line booths (10x10, 10x20, etc.)
11:00 AM	Booth Set Up Must Be Completed
11:00 AM	Booth Inspection and Loading Dock Closes
12:00 PM	Show Opens

## Move-Out Schedule

Move-out will be on Sunday evening from 5:00 p.m. to 10:00 p.m. All bulk exhibitors will receive an individualized move-out schedule depending on your location for either Sunday after the close of show or Monday morning. The building must be cleared by 1:00 p.m. on Monday, March 11, 2019.

**PLEASE NOTE – PARKING AND BUILDING ENTRANCE**

All exhibitors 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.

The easiest directions are to exit I-94 at 84th Street. Go south to Greenfield Avenue. Go east (left) on Greenfield to Gate 1. Gate 1 is three blocks east of the corner of 84th Street and Greenfield Avenue.

You will be directed to the loading dock area for unloading and temporary parking. There is ample parking and room for move-in. We will have carts available to help transport your display to your show space. Once your vehicle has been unloaded, please remove it from the dock area, park in the adjacent “infield” parking, and return to set-up your display.

Your move-in is designed to make this an easy process for you. We have an exceptional facility and plenty of easy access parking. Please follow these procedures and move-in via the loading dock area where parking and carts are available.

Thank you very much for your cooperation.

1. The move in is a targeted move in based on booth location and size. Please refer to the targeted move in map for your time.
2. Please follow the move in times. If for some reason you miss your time, we will move you in as quickly as we can, but you may have to park at a nearby parking lot and wait until there is room at the loading area.
3. We will have two-and four-wheel dollies and carts available for your use at the loading docks. Please proceed directly to your booth from the loading ramp, unload your materials, and return to your vehicle. You will then leave the dock area to park in a nearby lot. Unless you have been assigned a move-in time to drive directly onto the floor, you must move your vehicle from the loading area before setting up your display.
4. 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.
5. If your exhibit needs special move-in consideration other than the general move-in time, please contact Operations, at (212) 564-8823, for approval.

## VENDOR CREDENTIALS – BADGES

Please complete the vendor credentials form located in the registration section of the manual

### Exhibitor Credentials:

Complete the enclosed Exhibitor Credentials (Badges) Order Form and mail or fax, *to be received, by February 13, 2019*. ALL exhibitor (Badges) names for badges must be included on the form. Badges are not transferable. **NO badges will be mailed.** All exhibitors must pick up their individual badge on Show site. Badges will be available for pickup at the Exhibitor Registration Desk from Monday, March 4, after 1:00 p.m. through the remainder of the Sports Show. **We cannot guarantee your badges will be ready if we do not receive your credentials form by the deadline date.**

**CAUTION: Exhibitor badges provide access to the Show during set-up, one hour prior to Show opening each day, to the Exhibitor Lounge and during Show move-out.**

**NO new Exhibitor badge requests will be processed after 11am on Wednesday, March 6, 2019.**

Once the show opens ALL on-site (Badges) badge requests will need to be approved by Outdoor Sports Group Badge Registration officials. The name of the person to receive the badge or one-day pass must be provided to Outdoor Sports Group by the Contact Person of the Exhibiting Company the day **before** it is needed. Badges requested after the Show opens will be available for pick-up the next day.

### Exhibitor Entrances:

Exhibitors may enter at the Main Entrance on the north side of the Exposition Center, or through the entrance on the west side of the building or the Dock Entrance on the east side of the building. Proper exhibitor identification must be shown at all locations. Exhibitors may enter the building on Show days one hour prior to Sports Show opening.

### Exhibitor Lounge:

The Exhibitor Lounge opens on Wednesday, March 6, at 11am. Further details of hours provided on site. Located on the second level conference center

## SHOW GUIDELINES & REGULATIONS

The show calls special attention to the below guidelines and regulations. For a complete list of show rules, regulations and guidelines please refer to your vendor application.

### Animals/Pets:

Only kennel/hunting dog exhibitors may bring dogs onto the premises. All kennel/hunting dog exhibitors are required to clean up their dog's waste on the grounds surrounding the building. You must register with Show Management by **February 13, 2019** if you have a dog in your display area and are a kennel.

### Camper/RV Parking:

Wisconsin State Fair RV Park, the only RV Park in Milwaukee County

601 S. 76th Street, Milwaukee, WI 53214, has overnight camper/RV accommodations:  
(T) 414-266-7035 (F) 414-259-4135 or (E-mail) [rvpark@wisconsin.gov](mailto:rvpark@wisconsin.gov). Open year round. Full service or electric only offered.

Call the Milwaukee Convention & Visitors Bureau at 414-273-3950 or visit [www.visitmilwaukee.org](http://www.visitmilwaukee.org) for other locations.

### Exhibit:

The Show requires all exhibits to be staffed during all public show.

**Fire Safety:**

If you bring your own carpets, drapes or curtains, they must be certified flameproof.

**Signage:**

High Overhead Bulk area exhibitors planning to hang high overhead signs from the building structure must contact Outdoor Sports Group by **February 1, 2019**.

**Insurance Coverage:**

See your Exhibit Contract for details regarding insurance requirements. Be certain your insurance coverage protects you and your merchandise during your participation in the Show. Please review #27 on the back of your contract, and comply with this request. Send copy to Outdoor Sports Group, LLC by **February 8, 2019**. For more information refer to the insurance section of the manual.

**Parking Passes:**

Single-entry exhibitor parking passes are available for \$6 per show day for parking within the Wisconsin State Fairgrounds. Exhibitors also have the option to purchase a \$45 Show Parking Pass, equivalent to 5 – \$9 multi-entry passes, which allows the pass-holder to come and go each show day.

Note: There is no charge for parking during move-in or move-out. *(prices subject to change)*

Parking passes may be purchased during show set-up in the Exhibitor Services Office located on Dock A of the Wisconsin State Fair Park Exposition Center (not the Exhibitor Office). The Exhibitor Services Office will be open during the hours listed below:

<b>Day</b>	<b>Date</b>	<b>Office Hours</b>
Monday	March 4	8 a.m. to 6 p.m.
Tuesday	March 5	8 a.m. to 6 p.m.
Wednesday	March 6	8 a.m. to 11 a.m.

The benefits of purchasing a Show Parking Pass is two-fold: 1) You have the ability to come and go throughout the day without paying additional parking fees and 2) You will not have to stop and pay for parking each day – simply show your pass.

Parking passes may also be purchased at ticket booths located at all open entry gates during open show hours. Please note that Show Parking Passes will not be offered after the Exhibitor Services Office closes at 11AM on Wednesday, March 6.

**Raffles:**

Raffles/drawings must be pre-approved in writing by Show Mgmt. Please review #20 on the back of your contract.

**Security Advice:**

Please take common-sense precautions with personal items and exhibit merchandise. Do not leave small items of value in exhibit booths overnight. If you cannot remove them, store them out-of-sight. Use flameproof drop cloths to cover sensitive items when your booth is not staffed. Do not leave your booth when exhibit materials are partially unpacked.

**Shipping:**

You may ship your literature directly to the Wisconsin State Fair Park Exposition Center, 8200 W. Greenfield Avenue, West Allis, WI 53214. **Your literature may not arrive before Monday, March 4, 2019.** Literature shipped to the Wisconsin State Fair Park Exposition Center at State Fair Park will be placed in the Valley Exposition trailer on the loading dock. You may go to the trailer to pick up your literature throughout the Sports

Show at the hours designated for literature pick-up, or you may have Valley Expo deliver the literature to your booth. **For delivery by Valley Expo, you will be charged for this service and must fill out a delivery form once you arrive on site.** If you ship your literature to arrive prior to Monday, March 4, 2019, you must ship it to Valley Expo & Displays' warehouse. Shipping instructions are attached in the Valley Expo & Displays section of this manual.

**Advertising:**

The Milwaukee Journal Sentinel will publish a Special Sports Show Section. Advertising is also available on the Internet – [www.jsonline.com/sportsshow](http://www.jsonline.com/sportsshow). For advertising rates and information, contact Alison Wescott at [awescott@gannett.com](mailto:awescott@gannett.com) . Sales information will be mailed to all exhibitors in early January by the Milwaukee Journal Sentinel.

**Smoking Policy:**

Wisconsin State Law prohibits smoking in the entire Wisconsin State Fair Park Exposition Center.

**Use of Sport Show Logo:**

As an Exhibitor, if you wish to use the Sports Show logo on any advertising or direct mail pieces to your customers, please contact [awescott@gannett.com](mailto:awescott@gannett.com).

**Promotions:**

Contact Alison Wescott, Milwaukee Journal Sentinel Sports Show Marketing, at [awescott@gannett.com](mailto:awescott@gannett.com) for correct logo and usage.