

Event Contacts



Sponsorship

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Exhibit Space

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Entertainment & Seminars

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Marketing

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Public Relations

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Public Relations Manager
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Event Directory

Increase your exposure at the event:
Each attendee will receive the event directory as they enter the building

Presents information that is highly sought after by attendees, including:

- Schedule of events
- Exhibitor directory
- Floorplan of event

For more information about advertising in the event directory, please contact the event coordinator:

Katie Loomis
PMI Entertainment Group
920-405-1168
Katie.Loomis@pmiwi.com

Event Dates & Hours

Friday, April 12: 3 p.m. – 8 p.m.
Saturday, April 13: 10 a.m. – 6 p.m.
Sunday, April 14: 10 a.m. – 4 p.m.

Show Office & Exhibitor Registration

The Show Office is located near the front lobby doors of Shopko Hall. The Show Office will open at 9 a.m. on Thursday, April 12, 2018. Registration will be during move-in hours. Prior to the opening of the event, all exhibitors must register with the Show Office to receive exhibitor passes for access to the event.

Show Office & Exhibitor Registration Hours:

Thursday, April 12: 9 a.m. – 6 p.m.

Friday, April 13: 8 a.m. – 12 p.m.

The Show Office will be open during all event operational hours.

All exhibitors must register by:

Friday, April 13: 12 p.m.

Event Supplies & Equipment

When requesting equipment, please request an equipment form from the event coordinator.

Official Decorator / Advance Shipment

PMI Entertainment Group

Equipment can be rented in advance at a discounted rate. Equipment ordered in advance not only costs less, but will be present in your booth space quicker than equipment ordered on site. Equipment available includes, but is not limited to:

- Tables
- Chairs
- Carpet
- Electrical

Telephone & Internet Services

PMI Entertainment Group

Wireless internet, wired internet, cable TV and telephone services are available and can be pre-ordered through the methods listed above. All services require a two week advance order to qualify for the advanced rate.

Banner/Sign Hanging Services

PMI Entertainment Group

Any banner or sign installation at the event must be contracted exclusively through PMI Entertainment Group and requires a two week advance order to qualify for the advanced rate. Please note that all signs and/or banners are required to adhere to all requirements listed in the Exhibitor Requirements. To order the service, please use one of the methods listed above.

Loading In

Any exhibitor using soil, mulch, stone, brick, sand or any other type of building materials in their display must use a layer of heavy protective plastic between building materials and the concrete floor. Each exhibitor assumes full liability to any damage caused to concrete surface by exhibitors display.

All exhibitors must be complete by 12 p.m. on Friday, April 12.

Load in will take place through Doors #6 and #7. NO load in will be allowed through front doors or side emergency exit doors.

Loading Out

All exhibits must remain in place until the event closes at 4 p.m. on Sunday, April 14. No exceptions will be made and failure to comply can be grounds for non-renewal or exhibit space the following year.

Move-out hours will be:

Sunday, April 14: 4 p.m. – 8 p.m.

For improved security during move-out, make sure all materials that can be easily packed up and carried are removed first and not left overnight. Make arrangements to have help during move-out. One person should remain in your exhibit space during this period.

Transporting Your Display

Exhibitors should enter through either Door #6 or Door #7.

Door Guards will be available to assist exhibitors with finding the most convenient move-in location.

Vehicle Access Policy

Access policies are designed to be as convenient as possible, without disrupting the move-in process for other exhibitors. The following guidelines must be strictly adhered to:

Vehicle access on Thursday, April 11, is limited to the warehouse areas just inside the freight doors on a space-available basis. No vehicle access to the exhibit floor will be permitted.

Vehicle access on Friday, April 12, prior to 12 p.m., is limited to the warehouse areas just inside the freight doors on a space-available basis. No vehicle access to the exhibit floor will be permitted.

During move-out on Sunday, April 14, vehicles are not allowed in the building before 5 p.m.

Vehicle access is allowed only as absolutely necessary for loading, unloading and transportation to and from the booth. Please remember to remove tools, supplies and equipment needed for installation and tear down from vehicles, since they may not remain in the building during set-up and dismantling.

As a courtesy, a limited number of carts are available during published move-in and move-out hours to help exhibitors move equipment to and from booths and vehicles. Transportation and handling are solely the responsibility of the exhibitor. Exhibitors should pack all materials in a way that allows unloading, transportation to and from the booth and reloading using their own resources.

Event management reserves the right to deny any vehicle access in any case where access may create a hazard or potentially disturb the ability of another exhibitor from loading in or out their booth materials.

In no case is a booth or display material to be removed to facilitate vehicle access. All vehicles must move through and remain in aisle space without exception.

Exhibitor Entrances

Exhibitor entrances during event hours are located on the north end of the building. Exhibitors may enter through Door #7. Be sure to familiarize yourself with this entrance during move-in.

No exhibitor entry will be allowed through the front lobby of either building. No exceptions will be made and exhibitors will be asked to walk around the building to the proper entrances during move-in.

Exhibitor Credentials

Exhibitor Credentials (passes) must be carried at all times. Exhibitor passes will be issued based on the size of your booth space. Six (6) exhibitor passes will be provided for a 10' x 10' exhibit booth. Two (2) passes will be provided for each additional 10' x 10' space.

You may pick up your exhibitor passes at the Show Office at any time during move-in hours. Exhibitor passes will **not** be mailed prior to the event.

Additional exhibitor passes are available for \$5 each. Please ask the event coordinator for an equipment form if you need to order additional exhibitor passes.

Advance Exhibitor Tickets

General admission is \$8 for adults on Friday, April 12 – Sunday, April 14. If you are in need of tickets, you may purchase them in advance at the special exhibitor rate of \$5 through the event coordinator.

Exhibitors can also purchase admission tickets at the Show Office during move-in hours for \$5 each. 100 ticket maximum.

Event Parking

Exhibitor parking during the event is free with your exhibitor pass. Be sure to display the exhibitor pass to the parking attendant located at the entry to the parking lot. If an exhibitor is unable to present their exhibitor pass, parking will be charged at \$7 per car. No refunds will be issued to exhibitors unable to produce their exhibitor pass.

Parking will be available on a first-come, first-served basis behind Shopko Hall in the Silver Lot. Once full, parking is available in the Lambeau Field parking lot.

Based on the complex schedule of events, certain areas may be designated as unavailable for use. No parking will be allowed, under any circumstances, in these areas.

Unless you have proper credentials, do not park or place heavy materials in the handicap designated spaces. Your vehicle will be towed.

Company vehicles that prominently display logos, contact information or other marketing messages and information may not be parked along entrance and exit pathways or along the outskirts of the Lambeau Field parking lot. No exceptions will be made and a fee of \$500 will be assessed.

Shipping Instructions

Due to the schedule of events at the complex, no shipping will be accepting prior to move-in.

Shipments should be sent and prepaid to the following:

(Exhibitor Name)
c/o WBAY Pet Expo
Resch Center
820 Armed Forces Drive, Security 1
Green Bay, WI 54304

For: WBAY Pet Expo
Booth # _____

Receiving Hours:

Thursday, April 11: 7 a.m. – 5 p.m.
Friday, April 12: 7 a.m. – 12 p.m.

Event Days: One hour prior to event opening

Rules & Regulations

Fire Safety Requirements

These guidelines must be carefully and completely followed. Failure to do so can jeopardize your participation in this and future events.

- No bottled fuels (of any type) allowed indoors.
Gel Fuels:
 - Gel fuels are approved for use in displays
 - One (1) 13 oz. container per 100 square feet of space
 - Gel fuel flames must be covered and/or protected against human and combustible contact
 - Must follow manufacturer's guidelines on required distances to combustibles
 - Extra gel fuel containers and/or refills cannot be stored indoors
- Fireplace Displays, Gas Log Sets, ect:
 - All displays require installation per manufacturer's installation guidelines (if installation guidelines require exhaust venting to exterior of structure, unit must be vented to the exterior – no exceptions)
- Backup Electric Generators
 - All displays require installation per manufacturers installation guidelines (if installation guidelines require exhaust venting to exterior of structure, unit must be vented to the exterior – no exceptions)
- Any other type of fueled devices:
 - All displays require installation per manufacturer's installation guidelines (if installation guidelines require exhaust venting to exterior of structure, unit must be vented to the exterior – no exceptions).

Additional questions pertaining to the state fire code should be directed to:

Village of Ashwaubenon Public Safety

Food Sampling & Sales

PMI Entertainment Group holds all rights to food and beverage sales. Items currently being sold by PMI Entertainment Group in the event concession stands cannot be sold by an exhibitor, and include but are not limited to: water, soda, popcorn, chips etc.

If permission is granted from event management to sell or sample food and/or beverage during event hours, the exhibitor is responsible for contacting the Brown County Health Department to secure any and all necessary permits, licenses and other approvals.

Sampling guidelines are as follows:

Any food sales or sampling must be approved by PMI Entertainment Group

Solid foods will be limited to bite size

Liquids will be limited to a 2 ounce cup (this includes ice cream and frozen dessert)

Liquor Control Policy

All agents, employees, guests or exhibitors are prohibited from selling, giving away or bringing upon the premises, any intoxicating liquor, liquids or compounds. This section does not apply to liquor lawfully purchased through the liquor license holder of the building (PMI Entertainment Group)

Insurance Requirements

Exhibitors shall defend, indemnify and hold harmless PMI Entertainment Group and their respective directors, employees, volunteers, agents and affiliates from and against any liability, claims, demands, expenses, fees, fines, penalties, suites, proceedings, actions and causes of action arising from exhibitor activities.

Full insurance coverage during the entire duration of the exhibition, including move-in and move-out, must be obtained by the exhibitor. A certificate of insurance (COI) must be procured by the exhibiting company and their contractors prior to move-in.

Comprehensive general liability insurance with combined bodily injury and property damage limits of \$500,000 each occurrence and \$1,000,000 aggregate, and an umbrella liability insurance policy with limits of \$1,000,000 are required.

The following information must be included on your COI:

Certificate Holder must list:

PMI Entertainment Group
1901 South Oneida Street
Green Bay, WI 54304

Description must list:

Shopko Hall & Brown County Arena
1901 South Oneida Street
Green Bay, WI 54304

Building Rules and City Ordinances

The exhibitor agrees to obey all rules of the Brown County Veterans Memorial Complex, which may now be in existence or which hereafter may be made, and to abide by the rules and regulations of the Village of Ashwaubenon, Brown County and all other local Departments whose duties embrace regulations of exhibits.

Music Licensing

Exhibitors shall play no music during the event unless the exhibitor is in compliance with all copyright or other laws applicable to the playing of such music. Exhibitors are solely liable for any music played regardless of whether such music is contained on a video/audio tape, compact disc or electronically transmitted by radio or television. To receive more information about licensing and the use of music, please contact the American Society of Composers, Artists and performers (ASCAP) and Broadcast Music, Inc. (BMI).

ASCAP

P.O. Box 331608-7515
Nashville, TN 37203

800-505-4052

www.ascap.com

BMI

3340 Peachtree Rd., NE, Suite 570
Atlanta, GA 30326

404-261-5151

www.bmi.com

Exhibit Requirements

It is very important to your success at the event that you plan your display carefully to realize your share of this profitable marketplace. The first impression you make with event visitors is through the quality of your exhibit.

The following rules and regulations have been designed for your protection and for that of the public and fellow exhibitors. Exceptions will be granted infrequently and must be obtained from Event Management in writing. Please avoid problems by reading the following material carefully.

- All booth arrangements shall conform in all respects to the dimension and height requirements specified by event Management. Exhibits shall be arranged so as not to obstruct the general view or access to surrounding displays, aisles or public space within the exhibit facilities
- Exhibits must remain intact until the scheduled conclusion of the event (**4 p.m. on Sunday, April 15**). Failure to comply can be grounds for non-renewal of exhibit space.
- Booth height shall not exceed 10' from floor with signage displayed at 8'; booth size cannot exceed the space contracted.
- All booths must have a full back wall or drapery. Event Management, if required, shall supply drapery. Back wall must be 8' tall – no more, no less – and extend the entire back length of the booth. Exposed back walls and side walls, if any, **must be finished on both sides**. Balloons, stickers and laser pointers are prohibited. No signage is permitted on posts or walls. **No nails, bolts, screws, etc., may be used on walls, posts or floors of the exhibit hall.**
- No demonstrations or solicitations shall be permitted outside of the exhibitor's assigned space and no signs or placards may be displayed on persons or in any other manner, outside exhibit space. Distribution by the exhibitors of any printed materials, samples or other articles shall be restricted to the confines of the exhibitor's booth.
- Exhibitors shall not have or operate any display or exhibitor that is the source of objectionable noises or odors, or has decorations or other aspects which Event Management deems obscene, inappropriate or objectionable, including signs, lights and the costuming of exhibit personnel.

Equipment & Furnishings

An equipment order form for equipment, furnishings and special services is included with this packet. Remember to order equipment before the advance pricing deadline to receive a discounted rate on all equipment. If you have questions regarding the rental of booth furnishings, contact the Event Coordinator (contact information listed under Event Contacts, page 1).

Sound

Exhibitors operating sound, motion picture equipment, loudspeakers, or any other noise-creating devices, shall do so only at a level which will not interfere with other exhibitors or create any undue acoustic inconvenience.

Event Cleaning

Aisles will be swept nightly after closing at no cost to the exhibitor, but you will be required to keep your booth clean and neat at all times.

Security

Event Management provides 24-hour guard service for surveillance of the premises; however, you are responsible for your own products. We highly recommend that portable products, which are not securely fastened to your display, be removed from the exhibit when it is not occupied.

Exhibitor Booth Guidelines

Following are highlights that will ensure your exhibit meets the standard of quality our audience has come to expect:

- The exhibit structure for any 10' x 10' booth space cannot extend more than 10' in height on the back line. The 10' x 10' spaces must abide by the line-of-site rules, meaning that no structure higher than 4' tall may be positioned in the booth space from the midpoint to the aisle and beyond.
- Exposed exterior back walls and side walls must be finished.
- Signage cannot exceed 8' in height for booth exhibitors. All signage must be professionally printed.
- No laser pointers, loud noise making devices, public address systems, and/or sound systems of any type shall be allowed without specific prior written approval of PMI Entertainment Group. No balloons or distribution or placement of stickers to or on persons or Brown County Veterans Memorial Complex grounds will be permitted.
- No calling, pulling, grabbing, etc. of visitors to booths will be tolerated and may lead to immediate dismissal from event.
- Derogatory remarks or false accusations of another exhibitor's product will not be tolerated. In addition, no confrontation between/amongst exhibitors in booth or aisle may take place. These actions may lead to immediate dismissal from event.
- No animals, unless written approval from PMI Entertainment Group is secured in advance and a pet form is completed.
- Subletting of space is strictly prohibited (any two or more companies that file independent tax returns cannot share the same exhibit space).
- Exhibitor's display/decorations may not obstruct other displays nor project into aisles.
- All tables must be covered.
- Exhibits must be staffed during all event hours.
- Exhibits must stay in place until the official close of the event.
- If exhibit is accessible to guests, Exhibitor agrees that it is their liability and will ensure a trip hazard does not exist. A smooth transition from the event floor to the entrance/exit of the Exhibitor's booth must exist.
- No bottled files (of any kind) allowed indoors (please refer to Exhibitor Info Kit for details).
- Carpet tape removal: Duct tape is not permitted for use of taping carpet. You are responsible for removal of **all tape and tape residue** from the floor area.