

Frequently Asked Questions

2018 PFMA Expo

Wednesday, March 14: 10:00 AM – 5:00 PM

Thursday, March 15: 10:00 AM – 4:00 PM

Website: www.pfmainc.com

1. **What is included with each booth?** Each booth space is 10' x 10', including: 8' backdrop, 3' side curtains and one identification sign. **Skirted tables, chairs, carpeting and electricity are not included.** Valley Expo & Displays is the official contractor for the show. Mailing address: 4950 American Road, Rockford, IL 61109. Phone: 877-332-4292, Fax: 815-873-1544, E-mail: events@valleyexpodisplays.com.
2. **When I rent furniture, where do I send my payment?** Furniture contracted through Valley Expo & Displays must be paid directly to Valley (see above). **Do not send Valley Expo payments to PFMA.**
3. **How do I order electrical service?** Utility service is a separate charge contracted through Wisconsin State Fair- Contact by phone or visit the website: www.eventservices@wistatefair.com. These forms are posted at the PFMA website: www.pfmainc.com. Click on Expo 2018, Exhibitor Information and then Ancillary Services. **PFMA is not authorized to accept utility service payments.**
4. **What are the door-ceiling clearances for the exhibit hall?** The ceiling height is 30'. Overhead door height is 16' by 20'.
5. **How do I set up phone service and wireless internet in my booth for website demonstrations, etc.?** Phone and internet service will be coordinated through Wisconsin State Fair. See Utility Services Form.
6. **When will I receive my name badges for company representatives in our booth?** Booth personnel name badges requested in advance will be delivered to the booths starting at 12:30 PM on Tuesday, March 13. Please fax your Booth Personnel Name Badge request form to Stefanie Dow at 262-264-1014 or e-mail your list to: sdow@wi.rr.com. This form is posted at the Expo 2018 section of the PFMA website: www.pfmainc.com.
7. **How can I retrieve the leads I generate at the Expo?** The attendee list is an Excel file sold only to exhibitors, on CD for \$150. Please see the Attendee CD order form. Data will include all attendees and exhibitors at the Expo including contact names, addresses, phone and fax numbers and e-mail addresses provided upon registration.
8. **What are the set-up and tear-down times?** Set- up: Tuesday, March 13, 12:30 pm – 6:00 pm. Hand carry in items only on Wednesday, March 14 from 8:00 am- 9:30 am. **Tear-down** starts at 4:00 pm on Thursday, March 15 until 6:00 pm. **Tear-down must be complete by 7:00 pm on Thursday, March 15.**
9. **Where do I send freight and how do I arrange to ship things out after the show?** Advance shipments to warehouse listing your booth number and PFMA Expo should

be shipped to: YRC Freight, c/o Valley Expo & Displays, 6880 S Howell Ave., Oak Creek, WI 53154. Direct shipments will be accepted at the show site starting on Tuesday, March 13: Wisconsin State Fair, c/o Valley Expo & Displays, 8200 W. Greenfield Ave., West Allis, WI 53214. Valley Expo & Displays can coordinate outgoing shipments following the show. See forms at the website: www.pfmainc.com or contact Valley at: 877-332-4292, E-mail: events@valleyexpodisplays.com.

10. **How is the Expo promoted? Direct Mail:** Over 30,000 Expo promotional newspapers, tri-folds and pre-registered name badges are sent out to attendee prospects within a 300-mile radius. Milwaukee Business Journal will insert this newspaper into the regular issue on December 8, 2017 with a press run of 12,000 additional copies. **Radio:** WTMJ radio ads will be run three weeks prior through the show dates to drive attendance. **Exhibitor promotions:** Each exhibitor receives 100 flyers and 50 registration post cards to promote their presence at the show to their prospects and customers. **Additional materials can be obtained at no charge by calling the PFMA Expo office at 262-695-7479** or fax your request to fax: 262-264-1014, e-mail: sdow@wi.rr.com or visit the PFMA website: www.pfmainc.com. We encourage you to stamp these postcards and flyers with your company name/logo and distribute to your customers and prospects to enhance the quality and quantity of expo attendees.

11. **Where can I arrange hotel accommodations?** Here is a partial list of area hotels:

Hampton Inn & Suites Milwaukee, 8201 W Greenfield Ave- Phone: 414-436-2300
Best Western Premier, 1005 S Moorland Rd- Phone: 262-786-9540
Embassy Suites by Hilton Milwaukee Brookfield, 1200 S Moorland Rd, 262-782-2900
Country Inn & Suites Milwaukee West: 1250 S Moorland Rd.: 262-782-1400

12. **How do I order beverage cards?** Beverage cards for redemption at concession stands for soda, beer and coffee can be ordered in advance with pre-payment by check or credit card. **We encourage you to pre-purchase these cards for faster service at the show.** Pre-purchased beverage cards must be picked up in person at the PFMA Expo on set-up day, Tuesday, March 13, and during the show dates of March 14 & March 15 from 8:00 a.m. each day. **We do not mail these cards out.** To purchase cards at the show, you will be asked for a check or MasterCard/Visa/Discover/American Express for payment upon receipt. **We will not invoice for any beverage cards after the Expo!**

13. **Parking at the Expo?** The parking rate per car upon entry will be \$6 each day of the show, March 14 & 15. There is no parking fee on set-up day, Tuesday, March 13. **Wisconsin State Fair Park no longer sells parking passes.**