

Rules & Regulations

Attention Exhibitors:

Thank you for participating in the 2018 PFMA Expo. We strongly urge you to read all the rules carefully, so that everyone may have a successful show experience.

2018 PFMA Expo Schedule Wisconsin Exposition Center- Hall B

Tuesday, March 13, 2018:

Set-up Hours: 12:30 p.m. – 6:00 p.m. Forklifts and drivers will be available in the exhibit hall until 6:00 p.m. When your truck is unloaded, please move it to the parking area. Trucks will be unloaded in the order they arrive. Please instruct all drivers to check in with a Valley Expo & Displays representative if they have any questions.

Wednesday, March 14, 2018:

Set-up Hours: 8:00 a.m. – 9:30 a.m. Hand carry in items only, as the aisles will be carpeted on Tuesday evening. **Show Hours:** 10:00 a.m. – 5:00 p.m.

Thursday, March 15, 2018:

Show Hours: 10:00 a.m. – 4:00 p.m.

Tear-down: 4:00 p.m. – 6:00 p.m.

Forklift service will be available after 4:15 p.m.

Please take valuables with you, as PFMA cannot be responsible for any lost items.

Please note: All show contents and equipment must be removed by 7:00 p.m. on Thursday, March 15, 2018!

Freight Shipments

Advance Shipments to warehouse must arrive no later than Thursday, March 8, 2018:

Please list exhibiting company name, 2018 PFMA Expo and your booth number(s) on shipment label.

Ship to:

YRC Freight
c/o Valley Expo & Displays
6880 S Howell Ave
Oak Creek, WI 53154

Direct shipments to the exhibit site accepted beginning Tuesday, March 13, 2018:

Please list exhibiting company name, 2017 PFMA Expo and your booth number(s) on shipment label.

Ship to:

Valley Expo & Displays
Wisconsin Exposition Center- Hall B
8200 W. Greenfield Ave.
West Allis, WI 53214

Please refer to the Valley Expo & Displays exhibitor service kit for details to arrange outbound freight shipments after the Expo. For additional questions on freight delivery and handling, contact Valley Expo & Displays, Phone: 877-332-4292, E-mail: events@valleyexpodisplays.com

Rules & Regulations:
www.pfmainc.com
Show colors: Blue & Black

1. **Neither Wisconsin Exposition Center nor PFMA will be responsible for receiving shipments of show materials shipped by Common Carrier.** Arrangements can be made through Valley Expo & Displays: Phone: 877-332-4292, E-mail: events@valleyexpodisplays.com.
2. The exhibitor must have an authorized representative in the booth throughout show hours. All items left in the booth after hours are the responsibility of the exhibitor. **PFMA is not responsible for any lost or stolen items.** Please label all your booth components in the event that they are lost or misplaced.
3. Flammable materials used in the booth will be the sole responsibility of the exhibitor. All booths will be inspected to be in compliance with the Wisconsin State Fair Park and West Allis Fire Department Rules & Regulations. Questions: eventservices@wistatefair.com or call WSFP Event Services: 414-266-7300.
4. Exhibitors are responsible for any damage to carpeting, furniture or equipment in their exhibit area. It is not PFMA's responsibility.
5. **Shipments over 5,000 lbs. or needing two forklifts and additional men to move will be charged a special handling fee.** Contact Valley Expo & Displays for these prices at 877-332-4292, Exhibitor Services Department.
6. There will be limited crate storage for exhibitors. If you carry in and have boxes to store, notify Valley Expo & Displays on-site at the Valley Expo & Displays service desk. Do not leave boxes or crates in the aisles; if left, they will be discarded.
7. Valley Expo & Displays will provide Set-up services. If you have any questions, please call or write Valley Expo & Displays, 4950 American Road, Rockford, IL 61109. Phone: 877-332-4292; Fax: 815-873-1544, E-mail: events@valleyexpodisplays.com. Electricity is ordered through Wisconsin State Fair Park. Do not contact Valley Expo & Displays or PFMA for electrical service. Extension cords are not provided. If you think you will need one, bring your own. For air service contact the Wisconsin Exposition Center at 414-727-8841.
8. There will be a PFMA Expo Committee representative in the exhibit hall to answer expo related questions. Set-up questions should be directed to Valley Expo & Displays during set-up time.
9. PFMA will have security patrolling the exhibit areas during off hours. Valuables must be locked up or removed from premises each evening. **PFMA will not be responsible for any loss or theft.**
10. Valley Expo & Displays will offer an early discount rental package, including: 1-8' skirted table, chair and wastebasket. You will be entitled to order one early discount package for each booth.
11. Collateral materials distributed at each booth i.e. brochures, advertising specialties, etc. as well as exhibit displays must be in good taste, consistent with the professional status of the expo. All material must remain within the confines of your booth space; personnel may not hand out material outside your exhibit area.
12. Height: Exhibit fixtures, components and identification signs will be permitted to a maximum height of 10' (booth height). Depth: All display fixtures over 4' in height and placed within 10 linear feet of an adjoining exhibit must be confined to an area of the exhibitor's space which is at least 3' from the aisle. See diagrams on the last page of this section.
13. Demonstrations must be organized within the exhibitor's space so as not to interfere with any aisle traffic. Demonstration tables must be placed a minimum of 1'6" from the aisle line. Exhibitors must be sure the noise levels from demonstrations are kept to a minimum and do not interfere with adjoining exhibitors.
14. The professional reputation of the PFMA must be exemplified in the dress and conduct of trade show exhibitors. Scant attire, i.e. swimwear is not permitted nor is conduct of a sexual, suggestive nature. PFMA reserves the right to reject any dress or conduct which it finds offensive, both before and during the expo. Failure to make timely corrections as pointed out will result in the offender being denied access to the exhibit hall.
15. No food items may be distributed other than wrapped candy. No balloons!
16. Open Houses, off premises seminars or mini-shows are not to be scheduled during the expo hours. Failure to comply could result in forfeiture of your booth space with no refund.

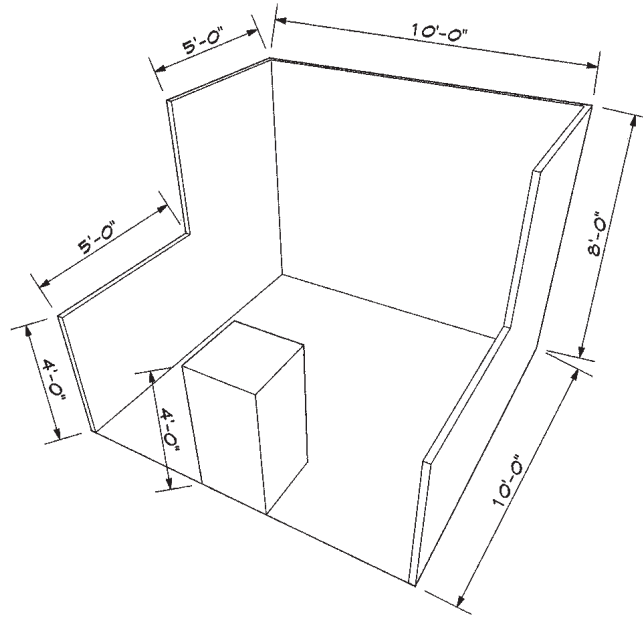
Important:

The practice of driving any type of motor vehicle into the display hall for unloading or loading is prohibited. Only in emergency situations or with the approval of the West Allis Fire Prevention Bureau could it be allowed.

Each exhibitor is entitled to an unobstructed view of his or her exhibit from the aisle. Exhibitors behind them displaying must be within the 10' height limitation so as not to detract from the other exhibits in the area. The following specifications are intended to assure uniformity throughout the show:

Standard Booth

Standard back-to-back booths are 10' x 10'. Display cannot exceed 10' in height along the back wall nor 10' in height along the side with more than 5' toward the aisle. The remaining 5' to the aisle is limited to 4' in height.



Double end booths or End caps

Two booths facing a cross aisle so that the booth is exposed on three aisles, but is backed up by other booths. In order not to obstruct the booths behind, a maximum display height of 10' along the back wall is permitted. However, the 10' height is limited to the center 10' of the back wall, and must drop down to the 4' height limitation on the remaining 5' on each side to the aisle.

