



- February 1st & 2nd, 2012
- WISCONSIN EXPOSITION CENTER at State Fair Park
 - West Allis, WI

EXHIBITOR MANUAL

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Our Exhibitor Kit is filled with information regarding this year's show.

Available online at www.advancedexpos.com

EXHIBITOR Section Listed as EXHIBITOR KIT PART 1

PLEASE REVIEW IN DETAIL

Any questions, Contact Dena

860-529-1589

Valley Expo & Displays is the show contractor and can be reached at

815-873-1500

Forms Available online at www.advancedexpos.com

EXHIBITOR Section Listed as EXHIBITOR KIT PART 2

PLEASE REVIEW IN DETAIL

NOTE ORDERING DEADLINES

SPECIAL BOOTH PACKAGE

\$175.00 *plus applicable taxes*

- 9' x 10' Booth Carpet
- 2' x 8' x 30" Skirted Table in Show Colors
 - TWO Folding Chairs
 - ONE Wastebasket

Special Equipment Material Handling Rate –

Show Site Only

FORKLIFT RATE \$147.00/hour *standard*

Weight not to exceed 5000 lbs/piece

One hour minimum half hour increments

Advanced Order Deadline is January 17, 2012

SHOW SCHEDULE

Move – In

Tuesday, January 31 st	Heavy Equipment Move – In	8am – 1pm
Tuesday, January 31 st	General Move - In	1pm – 5pm

Move – Out

Thursday, February 2nd 5pm - 8pm

Exhibitor Registration

Tuesday, January 31 st	12pm – 5pm
Wednesday, February 1 st	10am – 7 pm
Thursday, February 2 nd	9am – 5pm

Attendee Registration

Wednesday, February 1 st	9:30am – 7 pm
Thursday, February 2 nd	8:30am – 5pm

Show Hours for Attendees

Wednesday, February 1 st	10am – 7 pm
Thursday, February 2 nd	9am – 5pm

BOOTH NUMBERS / EXHIBITORS

- 448 - Amston Supply
- 710 - Arctic Snow & Ice Control Products
- 350 - Auto Brake Clutch & Gear
- 730 - Bad Boy Mowers/Town & Country Mart
- 430 - Badger Fleet Solutions, LLC
- 223 - Badger Machinery
- 412 - Bird Ladder & Equipment Co.
- 225 - Bob Fish GMC
- 328 - Boss Snowplow
- 638 - Casper 's Truck Equipment
- 627 - Community Warehouse
- 324 - Complete Lawn & Landscape Supply
- 621 - Contractors Equipment Services
- 650 - Contree Sprayer & Equipment Co., LLC
- 526 - Cub Cadet
- 322 - Diamond Blade Solutions
- 514 - Diamond Discs International
- 344 - Dvorak Landscape Supply, LLC
- 245 - Elite Energy Distribution
- 121 - Empire Bucket, Inc.
- 320 - Ero-Tex
- 221 - Evolutionedges
- 702 - Ewald's Chrysler, Jeep, Dodge, Ram
- 420 - Exmark Manufacturing
- 241 - Fabick, Inc.
- 421 - Force America
- 458 - Grasshopper Company
- 247 - Gravely Commercial Mowers
- 142 - Hotsy Cleaning Systems, Inc.
- 349 - Husqvarna
- 502 - Industrial Marketing
- 348 - Jasperson Sod Farm, Inc.
- 402 - JCB of Milwaukee
- 302 - John Deere Co.
- 123 - Kaestner Auto Electric
- 822 - Keen Edge Company
- 535 - LongVANS, Inc.
- 520 - Midwest Service Equipment, Inc.
- 354 - Milwaukee Tractor & Equipment
- 328 - Monroe Truck Equipment
- 432 - National Spring, Inc.
- 419 - North American Signal Co.
- 240 - Pace, Inc.
- 128 - Packer Brothers
- 634 - Parker Power Equipment LLC
- 415 - Positioning Solutions Co.
- 446 - ProGreen Plus/Carlin
- 220 - RBL Inc.
- 327 - Remy Battery Co., Inc.
- 550 - R.N.O.W., Inc.
- 533 - Schaeffer 's Specialized Lubricants
- 302 - Serwe Implement Co., Inc.
- 438 - Sherwin Industries, Inc.
- 329 - Snow Plow Solutions
- 816 - Stepp Equipment Co.
- 602 - Tredroc Tire
- 614 - Truck Country of Wisconsin
- 654 - Vermeer-Wisconsin, Inc.
- 347 - Viking Communications
- 450 - Volvo Rents
- 625 - Walters Buildings
- 626 - Wausau Equipment Co., Inc.
- 340 - Weber MT, Inc.
- 518 - Wedige Radiator & AC, Inc.
- 149 - Western Builder
- 250 - Wick Buildings, LLC
- 632 - Wisconsin Excavators & Graders Association (WEGA)
- 248 - Wisconsin Landscape Contractors Association (WLCA)
- 621 - Wisconsin Lift Truck Corporation
- 426 - Wisconsin Steam Cleaner Sales
- 151 - Wisconsin Underground Contractors Association (WUCA)

Heavy Equipment Move-In

Tuesday, January 31st

8:00am

302 - John Deere / Serwe Implement Co., Inc.
502 - Industrial Marketing
702 - Ewald's Chrysler, Dodge, Jeep, Ram
402 - JCB of Milwaukee

8:30 am

602 - Tredroc Tire
220 - RBL Inc.
710 - Arctic Snow & Ice Control Products

9:00 am

328 - Monroe Truck Equipment
614 - Truck Country of Wisconsin
412 - Bird Ladder & Equipment Co
816 - Stepp Equipment

9:30am

526 - Cub Cadet
420 - Exmark Manufacturing
626 - Wausau Equipment Co., Inc

10:00am

329 - Snow Plow Solutions
240 - Pace, Inc.
340 - Weber MT, Inc.

10:30am

438 - Sherwin Industries, Inc.
638 - Casper's Truck Equipment

11:30am

354 - Milwaukee Tractor & Equipment

12:00 pm

458 - Grasshopper Company

12:30 pm

550 - R.N.O.W., Inc.
654 - Vermeer-Wisconsin, Inc.

Facility Guidelines

- Fuel is limited to 1/4 tank or 5 gallons whichever is less prior to moving in.
- Fuel tank cap must be locked or sealed with tape.
- Ground cable must be disconnected from the battery terminal.
- Floor covering must be used to move in vehicles with steel tracks.

For additional guidelines check the manual located at www.advancedexpos.com
under Exhibitor Information.



EXHIBITOR/ Booth Personnel

REGISTRATION FORM

SAVE TIME AT REGISTRATION

Fax Completed form by

January 29th, 2012

(860) 872-5857

Badges will be at the Registration Desk

Name(s)	Title	Company

Questions: 860-965-1704

audrey@advancedexpos.com

HOTEL INFORMATION

Call or follow the links to book online....special rates are available



DoubleTree Hotel Milwaukee/Brookfield

18155 W Bluemound Road Brookfield, WI 53045
Reservations: 262-792-1212
Web: milwaukeebrookfield.doubletree.com



Sheraton Milwaukee Brookfield Hotel

375 South Moorland Road Brookfield, WI 53005
Telephone: 800-325-3535 ask for the "Wisconsin Expo Room Block"
To book online <http://www.starwoodmeeting.com/Book/cml>



Radisson
2303 North Mayfair Road Milwaukee, WI 53226
Telephone: 414-257-3400

Fax: 414-257-0900
Web: radisson.com/milwaukee_west



Milwaukee Marriott West

W231N1600 Corporate Court
Pewaukee, WI 53186
Telephone: 800-228-9290 262-574-0888
Fax: 262-574-7599

To book online

[Milwaukee Marriott West >>](#)

FREE SEMINARS

Wednesday, February 1, 2012

"Alternative Fuels" 10:30am – 12:30pm

Presented by
Casper's Truck Equipment/Knapheide
Seminar Speaker- *Taylor Steinberg*

**"LEED Overview and
Exam Preparation" 1:30pm – 2:30pm**

Presented by
Wisconsin Green Building Alliance
Seminar Speaker- *Heather McCombs*, LEED AP

Thursday February 2, 2012

"Alternative Fuels" 10:30am – 12:30pm

Presented by
Casper's Truck Equipment/Knapheide
Seminar Speaker- *Taylor Steinberg*

**"LEED Overview and
Exam Preparation" 1:30pm – 2:30pm**

Presented by
Wisconsin Green Building Alliance
Seminar Speaker- *Heather McCombs*, LEED AP

"OSHA Update 2012" 2:30pm – 3:30pm

Presented by
Milwaukee Area OSHA Office
Seminar Speaker- *Jim Lutz*