



- 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.

PLEASE Read carefully....

Valley's Advanced Order Deadline is January 17, 2012

**If you do not receive forms from the show decorator
Valley Expo & Displays within a week of this email**

Call them 815-873-1500

Or email events@valleyexpodisplays.com

regarding

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

FORMS FOR ELECTRICITY AND PARKING....

Click on the links below or Call 414-266-7121

Exhibitor Services Order Form


Use this form to order **Electrical, Telephone, High Speed Internet, Gas, Water/Drain and Compressed Air**. Services must be ordered at least 14 days in advance of show opening date to receive advance pricing.

[Exhibitor Services Order Form](#) 

[Exhibitor Services Order Form](#) - Word file

Parking Passes Order Form

Parking passes for Exhibitors allow for in/out privileges. They may be purchased in advance of the show or at the Exhibitor Services office during move-in only. Passes can only be picked up during move-in and will not be mailed in advance. Passes will not be sold once move in has ended or the Exhibitor Service Desk is closed. Please use this form to order passes.

[Exhibitor Parking Pass Form](#) 

[Exhibitor Parking Pass Form](#) - Excel file zipped PLEASE FAX ORDER FORMS TO 414-727-8842

SHOW SCHEDULE

Move – In

Tuesday, January 31 st	Heavy Equipment Move – In	8am – 1pm
Tuesday, January 31 st	General Move - In	12pm – 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

Call Dena 860-529-1589
Main Office Bob 860-872-5795

Exhibitors Booth Numbers

- 839 - Advantage Safety Plus
448 - Amston Supply
710 - Arctic Snow & Ice Control Products
733 - Authorized Transmission Remanufacturing
350 - Auto Brake Clutch & Gear
730 - Bad Boy Mowers/Town & Country Mart
430 - Badger Fleet Solutions, LLC
223 - Badger Machinery
735 - Badger Truck Refrigeration, Inc.
412 - Bird Ladder & Equipment Co.
225 - Bob Fish GMC
638 - Casper's Truck Equipment
627 - Community Warehouse
324 - Complete Lawn & Landscape Supply
724 - Conserv FS
621 - Contractors Equipment Services, *div. WI Lift Trucks*
650 - Contree Sprayer & Equipment Co., LLC
526 - Cub Cadet
322 - Diamond Blade Solutions
514 - Diamond Discs International
852 - Double D Services, Inc.
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
722 - Hastings Air Energy Control, Inc.
902-Hayward Distributing Company
142 - Hotsy Cleaning Systems, Inc.
349 - Husqvarna
502 - Industrial Marketing
1002 - International Sprinter
348 - Jasperson Sod Farm, Inc.
402 - JCB of Milwaukee
910 - Jensen Equipment Co., Inc.
302 - John Deere Co.
123 - Kaestner Auto Electric
822 - Keen Edge Company
916- Lakeside International Trucks
535 - Longvans, Inc.
832 - Meyer's Pressure Cleaners
520 - Midwest Service Equipment, Inc.
729 - Midwest Specialty Sales
354 - Milwaukee Tractor & Equipment
328 - Monroe Truck Equipment
432 - National Spring, Inc
831 - Neu's Building Center, Inc..
419 - North American Signal Co.
240 & 851 - Pace, Inc.
128 - Packer Brothers
634 - Parker Power Equipment LLC
415 - Positioning Solutions Co
828 - Power Equipment Company.
446 - ProGreen Plus/Carlin
302 -Proven Power
726 - Quality Outdoor Wood Products, LLC
843 - Quick Fuel
220 - RBL Inc.
327 - Remy Battery Co., Inc.
758 - Richfield Service, Inc.
550 - R.N.O.W., Inc.
934 - Rosen Nissan Commercial Vehicles
838 - Schaeffer's Specialized Lubricants
302 - Serwe Implement Co., Inc.
438 - Sherwin Industries, Inc.
329 - Snow Plow Solutions
847 - Southeast Sales Honda
816 - Stepp Equipment Co.
810 - The Toro Company / R.L. Ryerson
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
802 - Western Products
250 - Wick Buildings, LLC
632 - WI Excavators & Graders Association
248 - WI Landscape Contractors Association
426 - Wisconsin Steam Cleaner Sales
151 - WI Underground Contractors Association

Heavy Equipment Move-In

Tuesday, January 31st

8:00am

302 - John Deere
302 - Serwe Implement Co., Inc.
302 - Proven Power
702 - Ewald's CDJR
402 - JCB of Milwaukee
802 - Western Products

8:30 am

602 - Tredroc Tire
220 - RBL Inc.
710 - Arctic Snow & Ice Control Products
916 - Lakeside International Trucks

9:00 am

328 - Monroe Truck Equipment
614 - Truck Country of Wisconsin
412 - Bird Ladder & Equipment Co
816 - Stepp Equipment
934 - Rosen Nissan Commercial Vehicles
1002-International SprinterH

9:30am

526 - Cub Cadet
420 - Exmark Manufacturing
626 - Wausau Equipment Co., Inc
843 - Quick Fuel
247 - The Ariens Co/Gravely Mowers

10:00am

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

10:30am

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

11:30am

354 - Milwaukee Tractor & Equipment
758 - Richfield

12:00 pm

458 - Grasshopper Company

12:30 pm

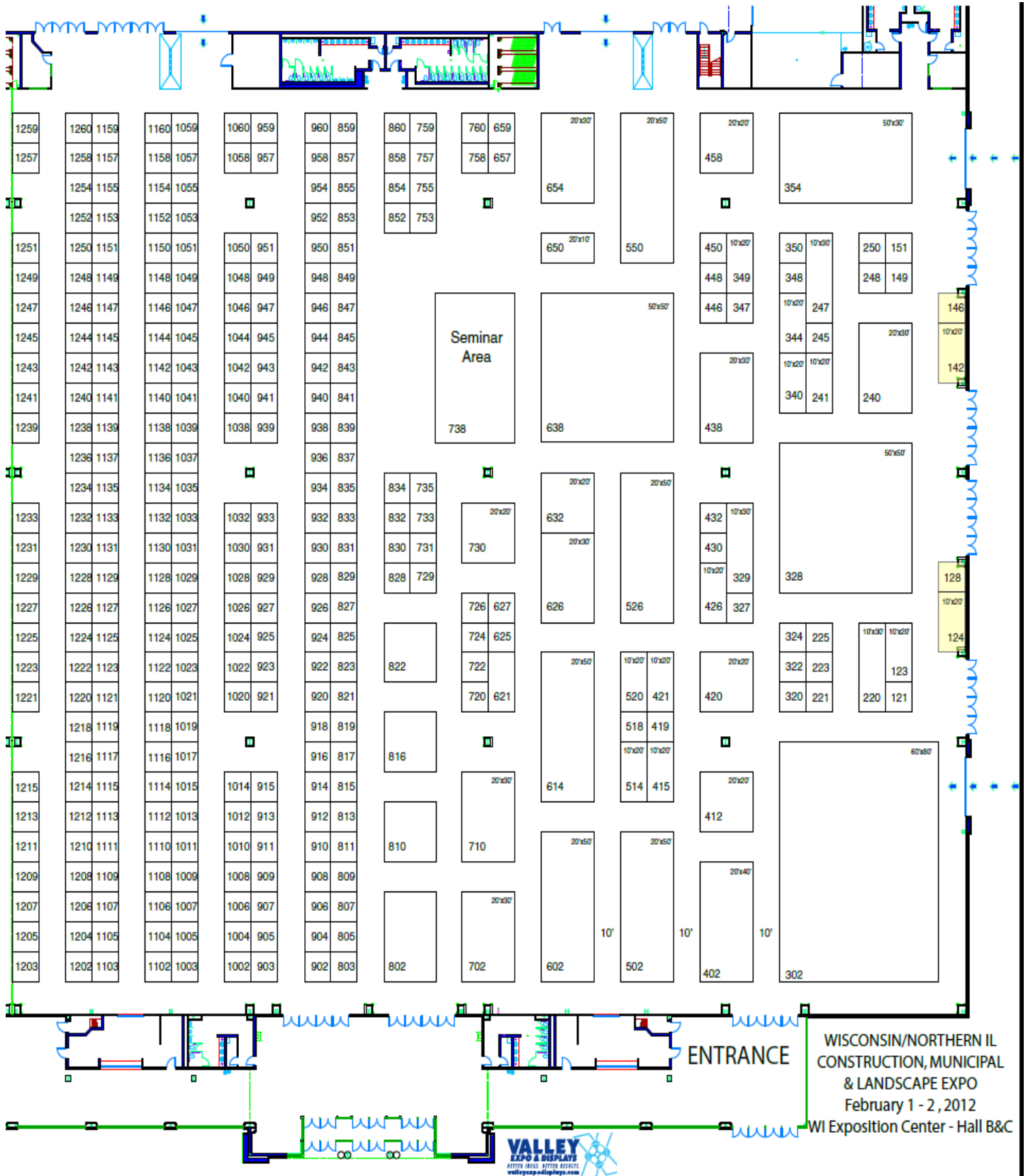
550 - R.N.O.W., Inc.
654 - Vermeer-Wisconsin, Inc.
514-Diamond Discs International

2:30pm

#502 - Industrial Marketing

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.



EXHIBITOR/ Booth Personnel

REGISTRATION FORM

SAVE TIME AT REGISTRATION

Fax Completed form

(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*