

**Milwaukee Area Conference**  
**November 9-11, 2017**  
**Frequently Asked Questions**

**Where is the Milwaukee Area Conference located?**

The Milwaukee Area Conference is being held at the Wisconsin Center. Attendee and Exhibitor Registration, the Science Store, and Program Pick-Up are located in Hall A.

**What is included in my booth fee?**

Your booth includes the rental space (10'x10', 10'x20', 20'x20', etc); 4 complimentary exhibitor badges that allow you to attend conference sessions ( you are responsible for any additional fees); company listing in the final program, on the conference app , and the online floor plan; one complimentary license for iLeads lead retrieval system (if contract and order forms are submitted by deadlines).

**\*\*Exhibitors are responsible for all booth furnishings and needed services. All exhibitors are required to have some type of flooring in their booth. You may provide your own flooring or rent carpet from Hargrove.**

**Exhibitors are responsible for purchasing the following services/materials:**

- Internet
- Electricity
- iLeads –placing the order with approved vendor
- Booth furnishings including tables, carpet (or floor covering), etc.

**Who are the official service vendors?**

Decorator – Hargrove

AV – Audio Visual Production Services

Electrical – Wisconsin Center electrical services

Internet – tw telecom

iLeads – Global Convention Solutions

Catering – Levy

**When can I set up my booth?**

Wednesday, November 8                      8 am – 5 pm

Thursday, November 9                        7 am – 9 am

All booths must be set-up by 9 am on Thursday, November 9. Any exhibitor not set-up by this time will not be allowed to set-up until Thursday, November 9 at 5 pm.

**What are the exhibit hall hours?**

Thursday, November 9	11:00 am – 5:00 pm
	11:00 am – 12:30 <i>exclusive hours</i>
Friday, November 10	9:00 am – 4:00 pm
	3:00 pm – 4:00 pm <i>exclusive hours</i>
Saturday, November 11	9:00 am – 12 noon

### When can booths be dismantled?

Exhibitors can start to dismantle booths at 12 noon on Saturday, November 11. Any dismantling prior to 12 noon will result in a fee of \$300 and forfeiture of floor position at future NSTA conferences. Please plan your travel to avoid penalties.

### What are the Union/Labor Rules for the Milwaukee Convention Center?

Each convention center has different union/labor rules. Please read the [Union Rules](#) for the NSTA Milwaukee Area Conference so you are familiar with what you can do to set up your booth.

### How do I get my booth materials to the convention center?

We encourage exhibitors to [ship materials to the advance warehouse](#) to save time and money. By using the advance warehouse your shipment will be waiting for you at your booth on Wednesday, November 8.

The advance warehouse will accept shipments daily from 8:00 am to 2:30 pm starting Thursday, October 5 thru Wednesday, November 1 at 2:30 pm.

If you need to ship materials directly to the convention center, please use the [Direct Ship label](#). Direct shipments can arrive starting on **Tuesday, November 7 at 8:00 am**. Please keep in mind if you ship your materials directly to the convention center there could be a delay in the delivery to your booth.

### What is Material and Handling?

Material Handling includes the following services - for more information review Milwaukee [Material and Handling Hints](#).

- Receiving and unloading your shipments at Hargrove's warehouse (30 days free storage prior to Event / Show date).
- Reloading onto a Hargrove trailer.
- Delivery of shipment to exhibit hall.
- Placement of shipment in your booth space.
- Removal and storage of empty containers.
- Return of empties to booth at close of Event / Show. [Note: All containers must be empty when stored, Hargrove assumes no liability for material or equipment left inside a container marked as empty.]
- Removal of all packed and labeled materials from exhibit booth.
- Reloading onto outbound carrier for return shipment (based on shipping information provided in your Hargrove Material Handling Agreement).

Charges for the above services will be based on the inbound weight only, whether the above services are used completely or in part. Refer to the [Material Handling Estimate form](#) for detailed pricing information. Weight is rounded up to the next hundred pounds. Shipments received without weight tickets that are weighed by Hargrove may be charged special handling.

### What is iLeads?

iLeads is an app that you download onto your mobile device (iPhone, iPad, and Android) to capture attendee information. You scan an attendee's badge using the app. At the end of the show, you will receive an email with a login and password to access the leads you captured. NSTA only provides the attendee information which the attendee has allowed to be shared.

Place your order [online](#) or use the [order form](#).

**Where is WiFi available?**

Free WiFi (512Kbps) is available throughout the entire Wisconsin Center. It is meant for basic web surfing and checking email.

**Are meals included with my booth fee?**

NSTA provides an exhibitor lounge that will have coffee, tea, and water throughout the conference, and afternoon snacks (while supplies last) on Wednesday, Thursday and Friday. Snacks will be available at 12 noon each day.

**How do I get to the Wisconsin Center?**

Travel information is available on the [Wisconsin District](#) website.

**Where do I park?**

There are plenty of parking garages around the Milwaukee Convention Center. [Click here](#) for a listing of parking garages.