

EXHIBITOR KIT



June 25-27, 2021

www.MidwestHauntersConvention.com

Phone: 847-453-4285 • Fax: 847-453-9472

OFFICIAL CONTRACTORS

Please review the following Contractor's Exhibitor Kits for all of your booth needs:

Location:

WISCONSIN CENTER DISTRICT

400 W. Wisconsin Ave.

Milwaukee, WI 53203

(414) 908-6000

Trade Show Floor Hours:

Saturday June 26th 9:30 am - 5:30 pm

Sunday June 27th 10:00 am - 3:00 pm

Exhibitor Move In Hours:

Friday June 25th 8:00 am - 7:30 pm

Exhibitor Move Out Hours:

Sunday June 27th 3:00 pm - 9:00 pm

Exhibitor Desk/Registration Hours:

Friday June 25th 8:00 am - 7:30 pm

Saturday June 26th 8:00 am - 5:30 pm

Sunday June 27th 8:00 am - 3:00 pm

General Contractor: Wisconsin Expo Inc.

Deadline for discounted pricing: June 11, 2021

Phone: (262) 670-1300

Email: orders@wi-expo.com

Wisconsin Center District: Electric, IT, AV, Air, etc.

Pricing discounts depend on the date of your order

Email: exhibitorsbc@wcd.org

PLEASE CHECK OUR WEBSITE

MIDWESTHAUNTERSCONVENTION.COM/HEALTH-AND-SAFETY

FOR CURRENT UPDATES. PLEASE CONTACT US WITH ANY ADDITIONAL QUESTIONS THAT YOU MAY HAVE.

Please see the following companies' kits on our website for their Covid-19 safety protocols. Additional exhibitor requirements based on Covid-19 guidance may be issued from time to time.

KEY CONTACTS

Please contact Show Management at any time with questions regarding your exhibit space, show schedule, registration or marketing opportunities.

MIDWEST HAUNTERS CONVENTION

Midwest Haunters Convention P: (847) 453-4285

1001 Green Bay Road, Suite 308 TF: (888) 320-8494

Winnetka, IL 60093 F: (847) 453-9472

www.midwesthauntersconvention.com

MANAGEMENT

PRESIDENT Jennifer Braverman W: (847) 453-4285 jen@haashow.com

C: (847) 323-5109

VICE PRESIDENT Rich Bianco W: (847) 453-4285 rich@haashow.com

C: (412) 812-1773

OPERATIONS Stephanie Geitner W: (847) 453-4285 stephanie@haashow.com

MARKETING Claire Adair W: (847) 453-4285 claire@haashow.com

To help ensure the safety and security of all persons in the exhibit hall, Midwest Haunters Convention, the general contractor and the exhibit hall put the following Exhibit Rules & Regulations together. If at any time you have a question or concern regarding the Exhibit Rules & Regulations, please contact Midwest Haunters Convention at (847) 453-4285.

AGREEMENT TO RULES & REGULATIONS

By participating in **Midwest Haunters Convention**, exhibitors are responsible for compliance with all exhibit hall, general contractor and Midwest Haunters Convention rules & regulations. Please familiarize yourself with all rules and regulations. The general regulations governing Midwest Haunters Convention are printed on the back of your exhibit space contract.

CODE OF CONDUCT

We expect all Exhibitors in the Midwest Haunters Convention (MHC) to engage in respectful, considerate behavior towards each other and refrain from engaging in behavior or speech that is demeaning, discriminatory or harassing in any manner.

The Midwest Haunters Convention's Code of Conduct defines unacceptable behavior as behavior that includes (but is not limited to) the following:

- Creating a disturbance that is dangerous or interferes with the ability to transact business on the show floor, or creates apprehension in another person.
- Engaging in any aggressive or unwanted physical contact with other vendors, attendees and/or general staff.
- Making defamatory, harassing or demeaning remarks.
- Use of profanity, sexually explicit/suggestive or offensive language, racial, religious or ethnic slurs.

Unacceptable behavior will not be tolerated in the facility, on the show floor or at any MHC events. Participants determined to be in violation of these policies in the sole discretion of management will be asked to immediately discontinue their inappropriate behavior. If the behavior continues, management reserves the right to take immediate action to bar the attendee or the exhibitor from further participation in the MHC without the right of refund for unused days of attendance, seminar or event tickets, or any booth fees or any costs associated with the trade show.

AISLES

All aisle space belongs to Show Management. No exhibit display, product or equipment will be allowed to extend beyond the space assigned to the exhibitor. This also prohibits extending items in the air over aisles (i.e., banners, display trusses, vehicle arms, scaffolding, etc.). If you are interested in purchasing sponsorship above your booth or across the aisle, please contact Jen Braverman at jen@haashow.com.

EXHIBITOR INFORMATION PACKET

All exhibitors must pick up and sign for their Exhibitor Information Packet at the Registration Desk before booth setup.

BADGES AND WRISTBANDS

Every person on the exhibit floor must wear an Exhibitor Badge & Exhibitor Wristband at all times. Please see additional information on this topic on page 5 of this kit.

CERTIFICATE OF INSURANCE

All exhibitors at Midwest Haunters Convention are required to supply a Certificate of Insurance for general liability. Exhibitors will not be allowed onto the show floor until a Certificate of Insurance is presented to the Midwest Haunters Convention.

Midwest Haunters Convention, its employees and contractors are not responsible for any loss to exhibitor by reason of theft, transportation perils, fire, breakage, etc. **Midwest Haunters Convention** requires each exhibitor to carry liability insurance in an amount not less than \$1,000,000 bodily injury and property damage combined. Show management requires exhibitors to file a Certificate of Liability Insurance naming Haunted Trade Shows LLC as additional insured. Please make sure that your COI is valid for move in, trade show and move out dates. Exhibitors displaying or demonstrating rides must also supply a Certificate of Insurance that includes coverage for rides, both static and moving, as well coverage for audience participation, games and events. Exhibitors that will have a vehicle in their booth must also supply a Certificate of Insurance for Vehicle / Comprehensive General Liability. All certificates must be uploaded into the Exhibitor Directory Online Form by May 21, 2021. You will receive a custom URL to access your Directory Form and upload your certificate. Please see Page 6 for a sample Certificate of Insurance.

SALE OF MERCHANDISE

Midwest Haunters Convention will be held in the city of Milwaukee, in the county of Milwaukee, in the state of Wisconsin. The state and county sales tax are currently 5.6%. Exhibitors making sales at the MHC are solely responsible for obtaining any licenses and/or seller's permits required by the city, county or state and for collecting and remitting sales tax. If you plan to make retail sales at show, you are responsible for collecting and remitting Wisconsin sales tax: <https://www.revenue.wi.gov/TaxForms2017through2019/btr-101.pdf>.

DAMAGE TO PROPERTY

The exhibitor is liable for any damage caused to building floors, walls or columns, to standard booth equipment or to other exhibitors' property. The exhibitor may not apply paint, lacquer, adhesives or other coatings to building, floors or to standard booth equipment. The exhibitor may also not drill, drive nails or screws into or otherwise damage building, floors or booth equipment.

DEMONSTRATIONS AND SPECIAL EVENTS

All demonstrations, interviews, and special activities must be contained within the limits of an exhibitor's assigned exhibit space. Distribution of printed material outside your assigned exhibit space is prohibited, unless approved by Show Management. Special events must be coordinated with Show Management. Under no circumstances will special events be permitted to conflict with official show hours. **No promotional activities or marketing activities may be conducted in the parking lot or in surrounding areas outside the exhibit hall during the show.**

DISABILITY PROVISIONS

Exhibitors shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any other regulations implemented by that Act.

DISMANTLING OF BOOTH

Exhibitors' display and product may not be dismantled and packed in preparation for removal prior to the official closing of the show. Move-out and dismantling of display material and equipment cannot begin until the show floor has been cleared of attendees. Opening of freight doors will not proceed until the official closing of the show.

EARLY BOOTH BREAKDOWN PENALTY

Exhibitors may not start to break down their booths until 3:00 pm on Sunday, June 27th. Exhibitors caught breaking down their booth before that time will be charged a \$500 penalty, which must be paid before being allowed to book a booth for 2022.

ATMOSPHERIC PRODUCT RULES

Please make sure that you have reviewed all of the rules & regulations on the form included in this kit on Page 9. Only fast-dissipating fog may be demonstrated in an exhibitor's booth at the show. Please also make sure to fill out and submit the form on page 7 if you will be using atmospheric products.

FIRE REGULATIONS

All display materials must be fire resistant or treated with flame retardant solution to meet requirements of the standard flame test as provided in the local municipal code for fire protection. No obstruction, such as chairs, tables, displays, easels or stanchions, will be allowed to protrude into the aisles. Access to all four sides of the hall columns must be maintained. Each exhibitor is charged with the knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in the show. Compliance is mandatory and the sole responsibility of each exhibitor. **Storage behind booth space is a fire hazard and will not be permitted.**

FIRE HOSE CABINETS, PULL STATIONS, AISLES, EXITS, LOADING DOCKS, DOORS & RAMPS

Each of these must be visible and accessible at all times, including inside exhibit space. Chairs, tables, product and display equipment must be kept clear of aisles, corridors, stairways and other exits.

MUSIC

All exhibitors agree to obtain necessary licenses to play or perform live or recorded music and agree to defend, indemnify and hold harmless Show Management from any damages or expenses incurred by Show Management due to exhibitors use or authorization of use of such music.

SOUND LEVEL

Exhibitors must keep sound levels in their booth space to a reasonable level during the show. Midwest Haunters Convention reserves the right to determine when excessive sound, music or other display activities interfere with other exhibitors' ability to conduct business. A reasonable level of below 80db will be enforced. Decibel levels will be monitored on the show floor during all show days.

SAFETY DEVICES

All exhibitors agree to accept full responsibility for compliance with national, state and city regulations in the provision and maintenance of adequate safety devices on all exhibited equipment. Exhibitors also agree to comply with all exhibit hall Fire & Safety regulations. If planning a demonstration of equipment, please notify show management by May 21, 2021.

BALLOONS & AIRBORNE ITEMS

Helium-filled (floating) balloons and other floating airborne items are not permitted on the trade show floor.

SHOW REGULATIONS

Exhibitors shall abide by and observe all laws, rules and regulations of the the United States, State of Wisconsin, City of Milwaukee, Wisconsin Expo Inc., Wisconsin Center District and Midwest Haunters Convention. Exhibitors shall observe and abide by additional regulations as published in this Exhibitor Service Kit.

SPECIAL SERVICES

Please contact Midwest Haunters Convention if you or a member of your staff has a disability that requires special services. Please submit your request in writing to Stephanie Geitner at stephanie@haashow.com or call (847) 453-4285 / fax (847) 453-9472. Wheelchairs & scooters can be rented from On the Go Mobility, mail@onthegomobility.net.

MATERIAL HANDLING INFORMATION: OPTIONS FOR MOVING FREIGHT IN/OUT

Self Delivery – You are welcome, and encouraged, to bring in your merchandise and displays. The convention center is a non-union facility and there are no drayage or other fees for moving and setting up your booths. We have 16 loading docks to bring in product. Wisconsin Expo Inc. will have some wheel carts available for use, on a first-come, first-served basis only; however, we recommend bringing your own dollies if possible.

Shipping to the convention center – If you need to ship your product to the convention center you must schedule it to arrive on Friday, our setup day. Shipments CAN NOT arrive any earlier than this as we do not have access to the hall and it will not be accepted. Shipments to the convention center WILL BE CHARGED DRAYAGE by our decorator, Wisconsin Expo Inc. , at their current rates.

Please be sure to read Wisconsin Expo Inc. 's Exhibitor Kit and important pages such as the Show Information Page and Material Handling and Freight Service Page. Please be aware of overtime rates on move-in day (Friday) that will apply after 4pm (if you need to order any labor or services from Wisconsin Expo Inc.).

The online directory forms must be completed by May 21, 2021

Each exhibitor will receive a unique URL via email that will direct you to the Online Directory form. Please fill out your company information, staff badge names and upload your Certificate of Insurance form to the Exhibitor Directory online form. This information will be used for the official MHC Show Directory and to issue staff badges for your company. As a reminder, badges must be picked up on-site at the Exhibitor Registration counter; they will not be mailed to you. Each exhibitor must present their photo ID to pick up their badge. Each employee working a booth must pick up their own badge and show a photo ID as well. Online Directory forms must be completed by May 21, 2021 and you will receive a reminder email periodically until you complete the Directory and check the box labeled "I confirm that my Directory information is now complete." Once you have completed all sections in the Online Directory form you will receive an email letting you know that this form has been completed and submitted.

BADGES AND WRISTBANDS

Badges and wristbands will be required to access the show floor at all times. Temporary staff badges will be available inside the dock doors; you may wear these temporary badges until you come up to the registration counter to pick up your permanent badges. Every person on the exhibit floor must wear an Exhibitor Badge & Exhibitor Wristband at all times. A photo ID will also be required each time you enter the show floor. Security will be checking each and every person at the dock and lobby doors. There will be no exceptions to this policy.

- 4 Exhibitor Badges will be issued per FIRST 10' x 10' booth reserved
- 1 Exhibitor Badge will be issued per each additional 10' x 10' booth reserved
- Additional Exhibitor Badges can be purchased for \$35 in advance or \$40 on site

The online directory form must be completed by May 21, 2021. Please be sure to pick up a temporary Exhibitor Badge near the dock when you arrive. You may pick up your Exhibitor Badges on site at the Exhibitor Registration Counter starting Friday, June 25th at 8:00 am. **A photo ID must be presented for each badge picked up.**

Please Note: There is a \$40 replacement fee per badge or wristband.

Please Note: If your company fails to fill out the online directory form your company information will be uploaded from our database for the MHC show directory only. TransWorld Trade Shows and the Midwest Hunters Convention will not be responsible for errors or omissions in the Show Directory.

Certificate of Insurance information can be found on Page 2 & 6 of this Exhibitor Kit. All exhibitors at any TransWorld Trade Shows event are now required to supply a Certificate of Insurance for general liability. Exhibitors will not be allowed onto the show floor until a COI has been presented to TransWorld.

DIRECTORY, ONLINE DIRECTORY, EXHIBITOR BADGE & CERTIFICATE OF INSURANCE (TO BE FILLED OUT ONLINE)

Below is a sample screenshot of the form you'll see at your custom URL:

If you are exhibiting in more than one TransWorld show, please select it from the dropdown below:

Select Directory: **Midwest Haunters Convention, June 2021**

Online Directory Form

Midwest Haunters Convention, June 2021

MUST BE COMPLETED BY May 21, 2021

Directory Information - please complete by May 21, 2021

Primary Contact: <input type="text"/>	Website: <input type="text"/>
Directory Email: <input type="text"/>	Directory/Signage Name (if different than exhibiting company name): <input type="text"/>
Directory Address: <input type="text"/>	Directory City: <input type="text"/>
Directory State: <input type="text"/>	Directory Postal Code: <input type="text"/>
Directory Country: <input type="text"/>	Directory Phone: <input type="text"/>
Directory Fax: <input type="text"/>	Directory Toll Free: <input type="text"/>

Exhibitor Badges - This form is for employees working the Booths only. Each individual employee must pick up their own badge at the registration counter during move-in. Please note that you will need to show your ID to pick up your badge. Badges will not be mailed. Please complete by May 21, 2021.

For 1 10x10 space you receive 4 badges, every 10x10 space after that you get 1 badge. Additional badges purchased in advance are \$35 and on site are \$40. Please note you must be employed by the company to receive an exhibitor badge. Please email Jen@haashow.com if you need to purchase additional badges.

Exhibitor Badges #1: <input type="text"/>	Exhibitor Badges #2: <input type="text"/>
Exhibitor Badges #3: <input type="text"/>	Exhibitor Badges #4: <input type="text"/>
Exhibitor Badges #5: <input type="text"/>	Exhibitor Badges #5: <input type="text"/>
Exhibitor Badges #7: <input type="text"/>	Exhibitor Badges #8: <input type="text"/>
Exhibitor Badges #8: <input type="text"/>	Exhibitor Badges #10: <input type="text"/>

Upload Exhibitor Forms - The Certificate of Insurance Form is Mandatory for all Exhibitors - please complete by May 21, 2021

Choose File:

This section required to complete Directory - due by May 21, 2021

I confirm that all of the Online Directory Form information is complete.

Make any adjustments to your company information in this section

Enter the names of the personnel that will be working in your booth in this section

Required forms can be uploaded by clicking on "Choose File"

Your directory entry is not complete until you check this box. Weekly reminders will stop once this is checked.

Our intent is to provide each and every exhibitor a fair sight line. Please refer to the MHC Display Rules & Regulations. If you would like to request a variance for your booth, please fill out and include diagram for the variance requested. Each request will be reviewed on an individual basis.

DUE: May 21, 2021

Please submit completed form to Stephanie Geitner:

Fax: (847) 453-9472

Email: stephanie@haashow.com

Questions? Please call Jen at (847) 453-4285

COMPANY: _____

BOOTH #: _____ BOOTH CONFIGURATION: _____

PRIMARY CONTACT: _____ TITLE: _____

TELEPHONE: _____ FAX NUMBER: _____

EMAIL ADDRESS: _____

- Have you reviewed the MHC Show Display Rules & Regulations? Yes No
- Will the line-of-sight for neighboring booths be affected by your requested variance? Yes No

Please explain Variance Requested and include diagrams if possible. (Please submit additional page if necessary):

OFFICE USE ONLY

Approved _____ Declined _____ By _____ Date _____

Explanation _____

FOG, SNOW & SCENT DISPENSING DISCLOSURE FORM

If you dispense fog, to create a more comfortable environment for everyone on the Show Floor, only water based fast dissipating fog fluid maybe dispersed in an exhibitor's booth. Other types of fog fluid products may be sold, but not dispersed during the show. If you intend to disperse fog fluid in your products or display, this form must be filled out and submitted to Show Management for approval by May 21, 2021. If you require assistance in determining whether your fog fluid is water based and quick dissipating, please contact Show Management.

If you dispense snow, the machines in your booth must be adjusted so that snow falls only within the confines of your booth space. Snow machines must be operated on intervals and with appropriate velocity. If your snow is found blowing towards or in another booth you will be asked to turn off your machines and/or redirect them.

If you dispense scents, scents may only be dispensed upon buyer request and at a level as to not annoy neighboring companies and/or buyers in the aisles.

Any company failing to obtain prior approval of their use of fog or snow will not be permitted to disperse fog or snow fluid for any purpose in their booth. Any company found to be in violation of these rules during the show will be subject to removal from the 2021 show and will face a \$500.00 surcharge upon booking a subsequent show. Please note: Atmospheric products may not be tested on the show floor until Friday, June 25th. Designated hours will be sent to you at a later date.

Please complete and submit completed form to Stephanie Geitner:

Fax: (847) 453-9472

Email: stephanie@haashow.com

Company Name: _____ Booth #: _____

Primary Contact: _____ Tel #: _____

Fax #: _____ Email: _____

Brand Name and Product Name of fluid to be used: _____

Number of fog or snow machines that will have power and will be running in your booth: _____

Interval, output & duration you expect to set each machine at: _____

Explanation of how fog or snow will be used in your booth (direct demo of machines, part of prop, etc.): _____

PLEASE NOTE: If at any time, a member of Show Management sees a violation of the rules or a discrepancy in the information submitted on the disclosure form (i.e. not using fast dissipating fluid, running more machines than noted on form, using fog or snow continuously with no regard to the comfort of the environment) you will be subject to removal from the 2021 MHC and will face a \$500 surcharge on site as well.

Have you reviewed the entire Terms & Conditions for Fog, Snow & Scent use at the 2021 MHC? Yes No

I will only use Quick Dissipating Fluid during the entire 2021 MHC. Yes No

OFFICE USE ONLY
Approved _____ Declined _____ By _____ Date _____
Explanation _____