

# - 2019 -

## DISPLAYER'S HANDBOOK

Dear Displayer:

**Thank you for joining us at SNOWMOBILE USA.** This is your Displayer's Handbook giving details on lodging, passes, electricity, telephone service, etc. Review the information, make your requests and return your order forms to us **or** the specified vendor, within their established deadlines. Refer to the calendar pages 9-10 for a listing of deadline dates. To keep track of your needs, use the "to do" checklist on page 11.

**For those needing lodging,** we have reserved blocks of rooms for each show. Be sure to request the "SNOWMOBILE USA" special negotiated rate when making your reservations directly with the lodging facilities. See hotel listing on pages 3 and 5.

**If you need electrical services,** place your order **directly with the facility** using the **electrical service order forms that are available for each show on-line at [www.snowmobileusa.com](http://www.snowmobileusa.com) by clicking on the "For Displayers" link.** If you would like paper versions of the electric order forms, please call 1-800-746-8963 to request set(s) of these forms to be mailed to you.

**If you need tables, chairs, carpeting,** special equipment or other booth dressing accessories, send your completed order forms directly to Valley Expo Displays for the Milwaukee show and to Art Craft Display Inc. for the Novi show. **All these order forms are available on-line from [www.snowmobileusa.com](http://www.snowmobileusa.com) by clicking on the "For Displayers" link.** If you would like paper versions of the Valley Expo Displays and/or Art Craft Display Inc. order forms, please call 1-800-746-8963 to request set(s) of these forms to be mailed to you.

**Do not wait until the last minute to order these services.** Meet their deadlines for electric and/or booth dressings and you will save money and eliminate the hassles of waiting for service on opening day of the show.

**Our advertising campaign** is already in full swing with full page ads appearing in the national publications of American Snowmobiler, Snow Tech, SnowGoer and Supertrax along with the state magazines.

Again, thank you for joining us at **SNOWMOBILE USA.** We look forward to working with you on the show productions. If you have any questions that are not answered in the displayer's handbook, please call us. We have tried to cover all questions, so please look in the handbook first.

Sincerely,

*Scott, Lisa, Lori, Tom & Bev*

Show Production Team



**ORDER FORMS**  
Are available on-line  
for name badges, renting  
tables, chairs, electric, carpet,  
phone & parking passes at:  
[www.snowmobileusa.com](http://www.snowmobileusa.com)

# GENERAL INFORMATION

## Booth Materials

All booth decorations must comply with fire regulations and will be enforced at each show. Gasoline and propane tanks must be empty and a locking fuel cap must be installed or the tanks must have their filler caps secured with duct tape. Battery terminals must be disconnected and wrapped with insulated tape.

## Liability

Exhibitors shall assume all responsibility for damages to exhibit area caused by their negligence and shall indemnify and exempt Suburban Collection Showplace, Wisconsin Exposition Center, and Leisure Features Inc. from all claims for damages caused by exhibitor.

## Name Badges

Exhibitors shall wear their name badges at all times while on the show floor. If you are attending both shows, save your badge, as the same name badge will be used at each show. **Please SAVE the order form onto your computer and then TYPE directly onto it.**

**Milwaukee, WI Name Badge Requests due Sept. 26<sup>th</sup>**  
**Novi, MI Name Badge Requests due Oct. 16<sup>th</sup>**



Each (10x10) booth receives four name badges. Multiple booths will be allocated extra badges per show based on the following listed below.

**Trailer Town booths (per show) will receive 6 badges regardless of booth size.**

One booth	=	4 badges
Two booths	=	6 badges
TRAILER TOWN	=	6 badges
Three booths	=	7 badges
Four booths	=	8 badges
Six booths	=	10 badges
Seven+ booths	=	15 total badges

**If you need additional badges, they are available for \$5.00 each. Name Badges must be ordered two weeks prior to the needed show.**

If you need badges for more than one show, please order all badges for all personnel at the same time. All badges will be picked up at the show office. If you are unable to distribute a badge to a prior to the show, this system will be used:

*The worker must pay at the gate and ask the ticket seller for a "Worker's Verification Card." A cash refund will be made by bringing the ticket stub and signed worker's verification card to the show office.*

## All exhibitors shall carry

**Comprehensive coverage including premises, operations and contractual liability coverage of at least \$1,000,000 for personal injury, liability and property damage. Proof of same shall be furnished if requested by LFI prior to opening day of each show.**

**All of the show facilities have required this of us, and now we are also requiring it of you as exhibitors. Most of you already carry this type of insurance and only need to notify your agent of the need for a rider to be added for off premises coverage extension.**

**Check to be sure with your agent for the proper endorsements as they vary with each company and/or policy.**

## Security

Professional 24-hour a day, security will be provided from 7:00 pm on Thursday through 7:00 pm on Sunday at the Milwaukee and Novi shows. Exhibitors may enter the show floor one hour prior to show opening on Saturday and Sunday to freshen up their booths.

**Please do not try to enter the show floor when the show is not in progress.**

This rule is for the security of your display and equipment. Identification badges will be issued to displayers for free admission to the shows. All other entry is via paid admission during show hours through the ticket offices.

If you think that we're being too "hard-nosed" about security and passes remember, the security of your material, products and items in your booth during off-show hours is vital.

With over 1,200 different displayers, we cannot know every exhibitor. Please cooperate with us on the protection and security of your display.

These rules are for your own security & assurance.

# SPECIAL ATTRACTIONS

## MR. SNOW & KIDUSA GAME

Mr. Snow, the SNOWMOBILE USA show mascot, will greet youngsters and adults at the shows.

Displayers may participate free of charge in the "Where's Mr. Snow?" search by displaying a photo of Mr. Snow (provided by Leisure Features Inc.) in their booth. It's a great way to attract new customers to your booth at the show!



Once a child confirms a picture sighting, the displayer simply rewards the child with a sticker (provided at no charge by LFI).

**✗ Please check the box on the Name Badge Request form for your free Mr. Snow picture.**

# RULES & REGULATIONS

## Swap Meet

The Milwaukee, WI show will have a Swap Meet for private sellers only.



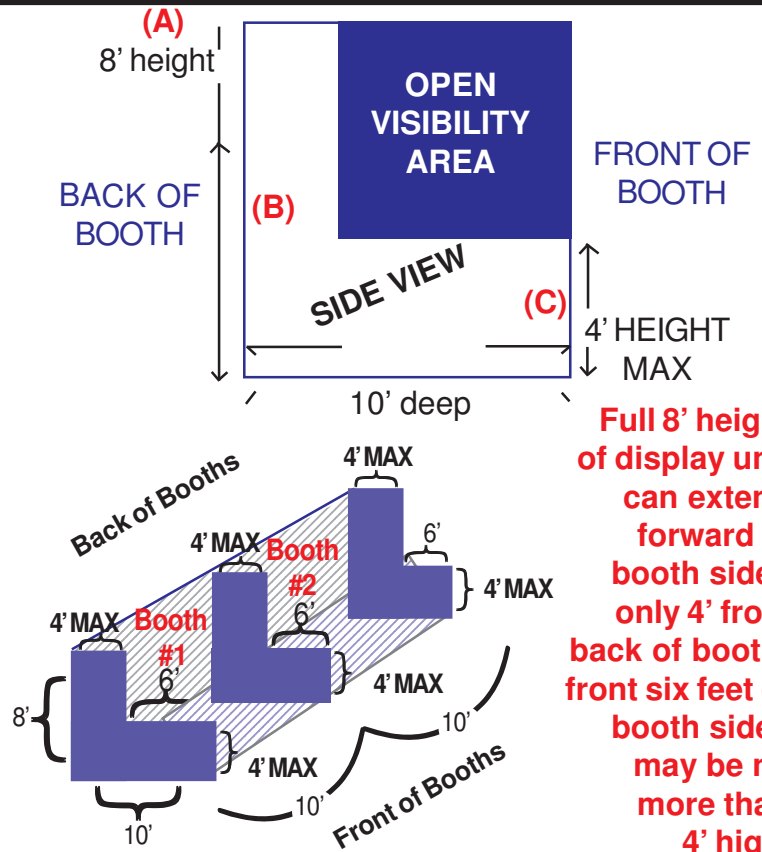
The Swap Meet is a place for used sleds, clothing, and parts to be sold. It also adds another event to the SNOWMOBILE USA show that brings in additional consumers.

**The Milwaukee Swap Meet** is organized by the Waukesha County Snowmobile Association and will operate on October 13-14 (Saturday and Sunday) at the show. Call John Roberts at 414-299-0330 or [www.waukeshasno.org](http://www.waukeshasno.org)

## Booth Guidelines & Restrictions

- Standard booth size** is 10' width and 10' depth. Exhibitors must fit within the space. Aisle space shall not be used for exhibits or product demonstrations.
- The booth structure, content or signage:**
  - (A)** May NOT be more than eight (8) feet in height across the back unless approved by show management.
  - (B)** May NOT be more than eight (8) feet in height in rear four (4) feet of booth sides.
  - (C)** May NOT be more than four (4) feet in height in front six (6) feet of booth sides.
- No exhibitor may impede another exhibitor's ability** to conduct normal business, i.e., side walls that block the view of another exhibitor, loud or distracting noises and or presentations.

## Cross Section View of a Booth



# MILWAUKEE, WI

## SNOWMOBILE USA SHOW & SALE

### Wisconsin Exposition Center

8200 West Greenfield Ave  
West Allis, WI 53214-0307  
414-266-7300 phone  
414-266-7118 fax

[www.wistatefair.com/wsfp](http://www.wistatefair.com/wsfp)

Note: If you need to ship packages, refer to the Valley Expo Services Freight Handling form available on-line for rates, terms & policies.

## October 18-19-20, 2019

<b>Set-up:</b>	Thursday:	8:00 am - 7:00 pm
	Friday:	8:00 am - 4:00 pm
<b>Show:</b>	Friday:	5:00 pm - 10:00 pm
	Saturday:	10:00 am - 7:00 pm
	Sunday:	10:00 am - 4:00 pm
<b>Tear-down:</b>	Sunday:	4:00 pm - 10:00 pm

Exhibitors are allowed to set-up and take-down their own booths without outside assistance. All booths must be completely set-up by 4:00 on Friday to allow maintenance people time to clean the aisles before the public enters. All booth materials must be removed from the premises by midnight on Sunday. Special arrangements must be made with the show management and the Wisconsin Exposition Center if longer time is needed for removal of booth materials.



**When making reservations be sure to ask for "Snowmobile USA Show Rate"**  
**Deadline for room block rate: September 12<sup>th</sup>**

<b>Hampton Inn &amp; Suites</b> Located next to show site.	<b>414-436-2300</b> King or Double \$ <b>126</b>	8201 W. Greenfield Avenue, Complimentary breakfast. Free shuttle service	West Allis, WI, 53214 414-544-8523.
<b>Double Tree</b> Located 15 minutes from show site.	<b>262-792-1212</b> King \$ <b>105</b> Double \$ <b>105</b>	18155 W Bluemound Rd. Complimentary continental breakfast.	Brookfield, WI 53045
<b>Holiday Inn Express</b> Located at Mayfair Mall road just 10 minutes northwest from show site.	<b>414-778-0333</b> Flat rate \$ <b>117</b>	11111 West North Ave Free deluxe breakfast bar.	Wauwatosa, WI 53226
<b>Radisson</b> Located 10 minutes from show site directly across from Mayfair Mall.	<b>414-257-3400</b> Flat rate \$ <b>103</b>	2303 North Mayfair Road Full food service on site.	Milwaukee, WI 53226
<b>Country Inn &amp; Suites</b> Located 10 minutes from show site.	<b>262-782-1400</b> 2 Queen beds \$ <b>109</b> 2 Room Suite \$ <b>124</b>	1250 South Moorland Rd. Complimentary Deluxe breakfast.	Brookfield, WI 53005
<b>Sheraton</b> Located 7 minutes from show site.	<b>262-364-1100</b> Single or Double \$ <b>92</b>	375 South Moorland Road Free WiFi.	Brookfield, WI 53005
<b>Embassy Suites</b> (formerly Brookfield Suites) Located 8 minutes from show site.	<b>262-782-2900</b> King room \$ <b>124</b> Double \$ <b>124</b>	1200 South Moorland Road Complimentary cook to order breakfast.	Brookfield, WI 53005
<b>Crowne Plaza Milwaukee West</b> Located 4 minutes from show site.	<b>414-475-9500</b> King or Double \$ <b>102</b>	10499 Innovation Drive Includes complimentary shuttle service. On site food.	Wauwatosa, WI 53226
<b>Best Western Plus</b> Located 2 miles from show site.	<b>414-671-6400</b> King or Double \$ <b>85</b>	5501 West National Ave Includes deluxe breakfast buffet & complimentary shuttle.	Milwaukee, WI 53214
<b>SpringHill Suites by Marriott</b> Located 3 miles from show site.	<b>414-257-3424</b> King or Double \$ <b>120</b>	10411 West Watertown Plank Rd. Includes breakfast, Wifi, & complimentary Thur/Fri shuttle.	Wauwatosa WI 53226



To order **electrical service** use the [Electrical and Utility Form](#) that is available on-line by clicking on the Milwaukee, WI show "More Details" link listed on [www.snowmobileusa.com](http://www.snowmobileusa.com). **ADVANCE RATE deadline is Sept. 16<sup>th</sup>.**



If you are selling merchandise at the Milwaukee show and your business is not based in Wisconsin, you must apply for a **state tax identification number** to report collected sales tax. You can request an Application for a Permit/Certificate by calling the Department of Revenue at 608-266-2776. Or go online to [www.revenue.wi.gov/forms/sales/s-012f.pdf](http://www.revenue.wi.gov/forms/sales/s-012f.pdf) for the Wisconsin Sales and Use Tax Return Form ST-12. Complete the ST-12 form and mail. **Sales Tax: 5.6%**



To establish **telephone service** in your booth at the Milwaukee show (to receive incoming calls, make outgoing calls and/or for confirming credit cards) please use the [Wisconsin Exposition - Utility Services Order Form](#) available at [www.snowmobileWestNationalASve.usa.com](http://www.snowmobileWestNationalASve.usa.com) under the For Displayers link. **Advance rate ends: Sept. 28<sup>th</sup>.**



To order **tables, chairs, or carpet** for your booth at the Milwaukee show - use the [Valley Expo Services Order Form](#) available on-line at [www.snowmobileusa.com](http://www.snowmobileusa.com) under the For Displayers link. **Advance rate ends: Sept. 19<sup>th</sup>.**

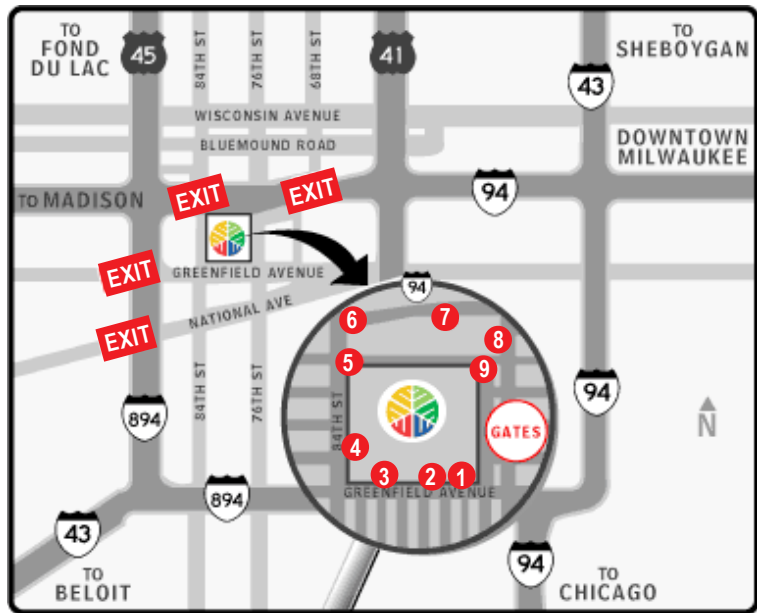
# DRIVING DIRECTIONS TO THE MILWAUKEE, WI SHOW

## GUIDELINES FOR ENTERING THE SHOW SITE

**Displayer Entrance - Gate 1**  
**Handicap Entrance - Gate 4**  
**Regular Parking - Gates 1 & 5**

Upon entering you will be directed to park along side of the show hall, follow the parking signs.

**EXHIBITORS LOT** from **Gate 1** will be conveniently located at the south east corner of the show building. This gravel lot is located directly behind the building.



## PARKING PASSES



Parking Passes are available for the weekend allowing in and out admittance during the day. There is no charge for parking during set-up hours.

You may purchase a parking pass at the Wisconsin Exposition Center service counter on site before the show begins on Friday October 18th.

The Exhibitor Lot will be open for you to park, once you enter the park after paying at the gate.

## DIRECTIONS

**From the WEST:**  
 Heading east on I-94, take the 84th Street exit. Turn right (south) onto 84th Street. Entrances to WI State Fair Park will be on your left.

**From the EAST:**  
 Heading west on I-94, take the 84th Street exit. Turn left (south) onto 84th Street. Entrances to WI State Fair Park is on the left.

**From the NORTH:**  
 Heading south on Highway 45, take the Greenfield Exit. Go left (east) on Greenfield Ave. past 84th Street. At first set of lights after 84th Street turn left into Wisconsin State Fair Park's main gate (Gate 1).

Heading south on Highway 43, take I-94 west to 84th Street exit. Turn left (south) on 84th Street. Wisconsin State Fair Park will be on your left.

**From Chicago and other points SOUTH:**  
 Take I-94 north (toward downtown Milwaukee), and then take I-94 west (toward Madison). Take 84th Street exit. Turn left (south) onto 84th Street. Entrances to Wisconsin State Fair Park will be on your left.

**From the SOUTHWEST:**  
 Take the I-894 bypass to the Greenfield Exit. Go right (east) on Greenfield Ave. past 84th Street. At first set of lights after 84th Street turn left into Wisconsin State Fair Park's main gate (Gate 1).



## RV PARKING

On site is a RV Park.  
 For reservations  
 Call: 414-266-7035  
 Fax: 414-259-4135  
 Email: [rvpark@wistatefair.com](mailto:rvpark@wistatefair.com)

Coin Laundry Men's and Women's showers Sanitary station. Leashed pets allowed.

A 50% deposit is required to hold a RV spot.

# NOVI, MI

## SNOWMOBILE USA SHOW & SALE

<b>Suburban Collection Showplace</b> 46100 Grand River Avenue Novi, MI 48374 248-380-0843 phone 248-380-0848 fax <a href="http://www.suburbancollectionshowplace.com">www.suburbancollectionshowplace.com</a>	<b>November 1-2-3, 2019</b>
	<b>Set-up:</b> Wednesday: 8:00 am - 7:00 pm (invite only) Thursday: 8:00 am - 7:00 pm Friday: 8:00 am - 4:00 pm
	<b>Show:</b> Friday: 5:00 pm - 10:00 pm Saturday: 10:00 am - 7:00 pm Sunday: 10:00 am - 4:00 pm
Note: If you need to ship packages, refer to the ACDI Services Freight Handling info.	<b>Tear-down:</b> Sunday: 4:00 pm - 10:00 pm

Exhibitors are allowed to set-up and take-down their own booths without outside assistance. All booths must be completely set-up by 4:00 on Friday to allow maintenance people time to clean the aisles before the public enters. All booth materials must be removed from the premises by noon on Monday. Special arrangements must be made with the show staff & the Suburban Collection Showplace management if longer time is needed for removal of booth materials.



**When making reservations be sure to ask for "Snowmobile USA Show Rate"**  
**Deadline for room block rate: October 1<sup>st</sup>**

**Double Tree**                      **248-344-8800**    42100 Crescent Blvd.    Novi, MI 48375  
 Located 4 miles east from show site. Double **\$125** or King **\$125**. Includes complimentary breakfast, internet and shuttle service.

**Hyatt Place Hotel Novi**                      **800-233-1234**    46080 Grand River Ave.    Novi, MI, 48374  
 Next to Suburban Collection Showplace. King or Double **\$149** Group Code G-SNO9. Includes complimentary breakfast, WiFi & free parking.

**Marriott Courtyard**                      **248-380-1234**    42700 Eleven Mile Road    Novi, MI 48375  
 Located 2 miles east from show site. King **\$91** or Double **\$91**. Bistro Bar for food available.

**Comfort Suites**                      **248-504-5080**    28049 Wixom Road    Wixom, MI 48393  
 Located 2 miles from show site. 2 Double Suite **\$85** or King Suite flat rate **\$85**. Includes complimentary breakfast & shuttle.

**Residence Inn**                      **248-735-4700**    27477 Cabernet Drive    Novi, MI 48377  
 Located 3 miles from show site. 1 bedroom queen suite with pullout sofa **\$129**. Includes complimentary breakfast & free WiFi.

To order **electrical service** use the "[BOCO Ent, Inc. - Electric & Utility Order Form](#)" that is available on-line by clicking on Novi, MI "More Details" link listed on [www.snowmobileusa.com](http://www.snowmobileusa.com). **ADVANCE RATE deadline Oct. 23<sup>rd</sup>**

If you are selling merchandise at the Novi show and your business is not based in Michigan, you must apply for a state tax identification number to report collected sales tax. You can request an Application for a Concessionaire's Sale Tax Return & Payment form by going to the internet site [www.michigan.gov](http://www.michigan.gov) (Click on "Search" in the upper left for form 5089). Print & mail form. **Sales Tax: 6%**

To establish **telephone service** in your booth at the Novi show - to either receive incoming calls, making outgoing calls and/or for confirming credit cards, please use the [BOCO Ent, Inc. - Electric & Utility Order Form](#) link on-line at [www.snowmobileusa.com](http://www.snowmobileusa.com) under the For Displayers link. Event Code: 309133 **Advance rate ends: Oct. 23<sup>rd</sup>**.

To order **tables, chairs, stools, etc.** for your booth at the Novi show - use the [ACDI Service Order form](#) link at [www.snowmobileusa.com](http://www.snowmobileusa.com) under the For Displayers link. Event Code: 309133 **Advance rate ends: Oct. 23<sup>rd</sup>**.

# DRIVING DIRECTIONS TO THE NOVI, MI SHOW

## DISPLAYER PARKING



The show facility features ample parking spaces to accommodate both exhibitors and attendees. A “**Parking Pass**” may be purchased for a discounted rate in advance by mailing or faxing the online order form available under the For Displayers link at: [www.snowmobileusa.com](http://www.snowmobileusa.com) by October 25<sup>th</sup>. Passes will also be available at the discounted price if purchased on site before the show opens on November 1<sup>st</sup> at the service desk.

## DIRECTIONS

### From the **NORTH**:

Take US-131, US-27 or US-23 South to I-96 East to Exit 162. Turn right onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right hand side.

### From the **WEST**:

(A) I-94 to M-14 East to 275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right hand side.

(B) I-96 East to Exit 162. Turn right on Novi Rd. and at the third stop light, turn right onto Grand River. Event Center is approximately 1 ¼ mile down on the right side.

### From the **SOUTH**:

(A) I-94 East to M-14 East to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right.

(B) I-69 North to I-94 East to M-14 East to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. At the third light; turn right onto Grand River Avenue. The Event Center is approximately 1 ¼ mile on the right.

(C) US-23 North to M-14 East to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right.

(D) I-75 North to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right hand side.

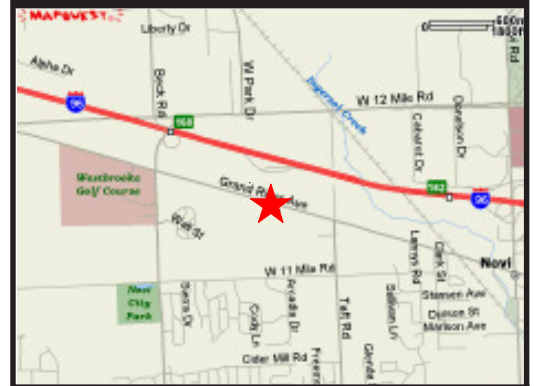
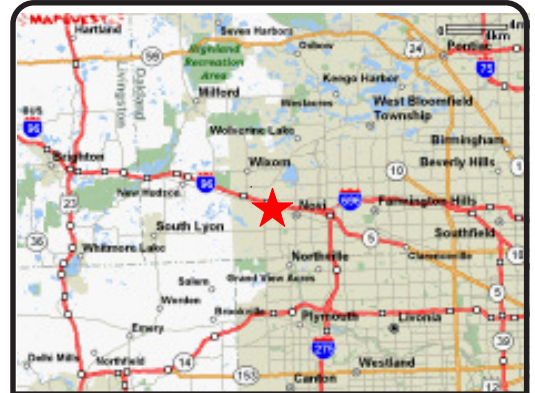
### From the **EAST**:

(A) I-94 West to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right hand side.

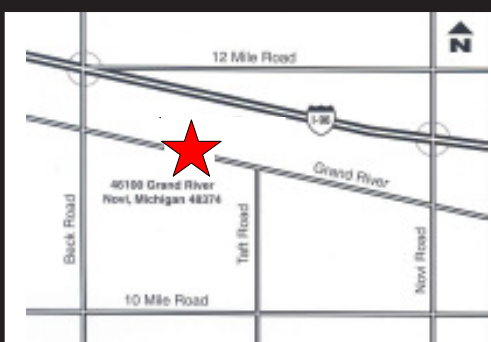
(B) I-696 West to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right hand side.

### From the **DETROIT METRO AIRPORT**:

I-94 West to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right hand side.



**SUBURBAN COLLECTION**  
**SHOWPLACE**



**There are (3) access and egress points:**  
from Taft Road and Grand River

**There are (3) expressway interchanges:**  
Beck Road, Novi Road and Grand River.

# Sponsorship Opportunities

Sponsorship is the most direct channel of communication. It is tailor-made for this environment. It reaches people in an environment that matches their lifestyles rather than intrudes upon it. It is not a passive monologue that interrupts a TV show, or comes as a piece of mail that needs to be dealt with. Sponsorship packages speak to the public, not at them, creating opportunities for two-way dialogue.

**SNOWMOBILE USA** offers you the flexibility to participate at a level comfortable to your budget. Sponsorship packages can also be customized to meet each sponsor's requirements. As a **SNOWMOBILE USA** sponsor your name will be out there to thousands of potential customers and gain you maximum visibility before, during and after the show.

You can be a sponsor on many different levels – just pick one that fits your needs and you won't be disappointed! Make being a sponsor of the **SNOWMOBILE USA** an annual partnership!

With the many different levels that **SNOWMOBILE USA** sponsorships have to offer, you can choose exclusivity or share the sponsorship. A complete list of sponsorship options will be available upon request.

## **There are many benefits to becoming a SNOWMOBILE USA sponsor:**

**One-on-one marketing:** *Interact directly with thousands of customers and prospects.*

**Brand Awareness:** *Increase your product or services visibility both on-site and through our extensive promotional campaign.*

**Promotional offers:** *Distribute coupons, create a contest, hand out samples of your product... all to maximize your return. The options are endless – just use your creativity!*

## **Reasons for becoming a SNOWMOBILE USA sponsor:**

Public response to sponsorship has been overwhelmingly positive. Being a sponsor is viewed by the public as a form of advertising that gives something back. Sponsorship provides opportunities for embedded advertising, a fail-safe delivery system, where messages are incorporated right into the action – the show! Consumers respond in a favorable way when they know a company is involved in the community and the industry.

### **Why companies sponsor:**

- Heighten visibility
- Shape consumer attitudes
- Build & drive sales
- Differentiate product from competitors
- Showcase product attributes
- Combat larger ad budgets of competitors
- Achieve multiple objectives
- Generate and expand awareness
- Reinforce position in industry
- Communicate commitment to the industry

**Call 1.800.746.8963  
for packages & pricing**



# SEPTEMBER 2019

## SNOWMOBILE USA Show & Sale Planner

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2  LABOR DAY	3	4  Final payment due to LFI for SNOWMOBILE USA exhibit space.	5	6	7
8	9	10	11	12  Final date for lodging under the SNOWMOBILE USA room block (see page 3)	13	14
15	16	17	18	19	20	21
22	23	24	25  Milwaukee, WI Valley Expo Display rental request advance rate deadline (online)	26  Milwaukee, WI NAME BADGE & Mr. Snow request form due	27	28
29	30					

# OCTOBER 2019

## SNOWMOBILE USA Show & Sale Planner

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		<b>1</b>  Final date for lodging under the SNOWMOBILE USA room block (see page 5)	<b>2</b>	<b>3</b>	<b>4</b>   <b>Milwaukee, WI</b> WEC phone line and electric due (online)	<b>5</b>
<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>   YOU! <b>Novi, MI NAME BADGE &amp; Mr. Snow</b> request form due	<b>17</b> 8 am - 7 pm <b>Displayer set-up for the Milwaukee, WI show</b>	<b>18</b> 8 am - 4 pm <b>Displayer set-up</b> 5 pm - 10 pm <b>Show &amp; Sale</b>	<b>19</b> 9:00 am <b>Displayers admitted</b> 10 am - 7 pm <b>Show &amp; Sale</b>
<b>20</b> 9:00 am <b>Displayers admitted</b> 10 am - 4 pm <b>Show &amp; Sale</b> 4:01 tear-down <b>WISCONSIN</b>	<b>21</b>	<b>22</b>	<b>23</b>   <b>Novi, MI</b> Art Craft Display rentals, phone & electric request due (on-line)	<b>24</b>	<b>25</b>  Final date for ordering Parking Pass for the Novi, MI show. (see page 6)	<b>26</b>
<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b> 8 am - 7 pm <b>Displayer INVITE ONLY set-up for the Novi, MI show</b>	<b>31</b> 8 am - 7 pm <b>Displayer set-up for the Novi, MI show</b>		

# NOVEMBER 2019

## SNOWMOBILE USA Show & Sale Planner

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			<b>30</b> 8 am - 7 pm Displayer <b>INVITE ONLY</b> set-up for the Novi, MI show	<b>31</b> 8 am - 7 pm Displayer set-up for the Novi, MI show	<b>1</b> 8 am - 4 pm Displayer set-up  5 pm - 10 pm <b>Show &amp; Sale</b>	<b>2</b> 9:00 am Displayers admitted  10 am - 7 pm <b>Show &amp; Sale</b>
					<b>NOVI, MICHIGAN</b>	
<b>3</b> 9:00 am Displayers admitted 10 am - 4 pm <b>Show &amp; Sale</b> 4:01 tear-down <b>MICHIGAN</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>9</b>	<b>9</b>
<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>
<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b> THANKSGIVING	<b>22</b>	<b>23</b>
<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>  2019 evaluations and 2020 exhibit space request survey mailed.	<b>28</b>	<b>29</b>	<b>30</b>

# DISPLAYER'S "TO DO" CHECKLIST

Use this page to keep track of important dates!

Milwaukee, WI Booth # \_\_\_\_\_ Novi, MI Booth # \_\_\_\_\_



## Exhibit Space & Name Badge

	<u>Deadline</u>	<u>Ordered</u>	<u>Amount</u>
50% Deposit payment	10 days from call	<input type="checkbox"/>	\$ _____.
50% Final Payment	September 4	<input type="checkbox"/>	\$ _____.



YOU!

## Name Badge

Milwaukee show Name Badge requests	Sept. 26	<input type="checkbox"/>	\$ _____.
Novi show Name Badge requests	Oct. 16	<input type="checkbox"/>	\$ _____.



## KidUSA Mr. Snow children's free game

"Mr. Snow" photo for WI show request	Sept. 24	<input type="checkbox"/>	no charge
"Mr. Snow" photo for MI show request	Oct. 15	<input type="checkbox"/>	no charge



## Lodging

Wisconsin - Milwaukee hotels	Sept. 12	<input type="checkbox"/>	\$ _____.
Michigan - Novi hotels	Oct. 1	<input type="checkbox"/>	\$ _____.



## Parking Passes

	<u>Advance Rate Deadline</u>		
Milwaukee, WI (on site prior to 5:00pm)	Oct. 18	<input type="checkbox"/>	\$ _____.
Novi, MI (mailed or faxed orders)	Oct. 25	<input type="checkbox"/>	\$ _____.
Novi, MI (on site prior to 5:00pm)	Nov. 1	<input type="checkbox"/>	\$ _____.



## Telephone Service

Milwaukee, WI - WI Exposition	Oct. 4	<input type="checkbox"/>	\$ _____.
Novi, MI - Show PowerPlus	Oct. 23	<input type="checkbox"/>	\$ _____.



## Rental Equipment (table, chairs, carpet, etc.)

Milwaukee, WI - Valley Expo Displays	Sept. 25	<input type="checkbox"/>	\$ _____.
Novi, MI - Art Craft Display Inc.	Oct. 23	<input type="checkbox"/>	\$ _____.



## Electricity

Milwaukee, WI - WI State Fair Elect. Dept	Oct. 4	<input type="checkbox"/>	\$ _____.
Novi, MI - Show PowerPlus	Oct. 23	<input type="checkbox"/>	\$ _____.

SNOWMOBILE USA Show & Sale is produced by:  
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