



# DISPLAYER HANDBOOK

*40+ years of show production experience*

**Show Season 2022**

# WELCOME



*Snowmobile USA Staff*

*left to right: Scott, Bev, Lori, Addi, Lulu & Tom. Missing Lisa & Sarah*

Hello Snowmobile USA Displayer-

Thank you for joining us at SNOWMOBILE USA! We are a small family business that combined the love of snowmobiling and event planning into the SNOWMOBILE USA Show & Sale Series.

This is your Displayer's Handbook giving details on lodging, passes, electricity, furnishings, etc. Review the information, make your requests, and return your order forms to us or the specified vendor, within their established deadlines.

If you need additional services or furnishings, place your order directly with the facility using the order forms available for each show on-line at [www.snowmobileusa.com](http://www.snowmobileusa.com) by clicking on the "For Displayers" link.

**For Milwaukee Show:**

**Decorator & Shipping: Valley Expo Displays  
Connectivity: WI State Exhibitor Services**

**For Novi Show:**

**Decorator & Shipping: Art Craft Display Inc.  
Connectivity: BOCO**

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.

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.

***Have a great show season!***

***Snowmobile USA Show Staff-***

**1-800-SHO-TYME (746-8963)**

# TABLE OF CONTENTS



**Welcome** **Page 2**

**General Information** **Pages 4-5**



**Milwaukee Show Information**  
**Pages 6-8**

**Novi Show Information**  
**Pages 9-10**



**Contact Information**  
**Page 11**

**1-800-SHO-TYME**

# GENERAL INFORMATION

## Booth Guidelines

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: May NOT be more than eight (8) feet in height across the back unless approved by show management.

May NOT be more than eight (8) feet in height in rear four (4) feet of booth sides.

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.

## 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.

## Show Credentials

Wristbands will be available for pick up during set-up hours at the Show Office.

Each show will have their own color wristband. Please be prepared to show your wristband upon entrance to the Showfloor.

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

**One booth = 4 wristbands**  
**Two booths = 6 wristbands**  
**Three booths = 7 wristbands**  
**Four booths = 8 wristbands**  
**Six booths = 10 wristbands**  
**Seven+ booths = 15 total wristbands**

**Trailer Town booths = 6 wristbands  
regardless of booth size.**

If you need wristbands beyond your booth allocation, they can be purchased for \$5.00 each.

All wristbands will be picked up at the show office. If you are unable to distribute a wristband prior to the show, the following 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 by the booth coordinator to the show office.

# GENERAL INFORMATION

## 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.

## Show Insurance

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.

## Special Attractions

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?" game by displaying a photo of Mr. Snow (*provided by SNOWMOBILE USA*) in their booth. It's a great way to attract new customers to your booth at the show!

Once a child confirms the picture sighting, the displayer simply rewards the child with a sticker (*provided at no charge by SNOWMOBILE USA*). The child will turn in their card to the Mr. Snow booth for a prize.



# MILWAUKEE, WISCONSIN OCTOBER 14-15, 2022



## SHOW LOCATION

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

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 Saturday. Special arrangements must be made with the show management and the Wisconsin Exposition Center if longer time is needed for removal of booth materials.

### **For Milwaukee Show:**

**Decorator & Shipping: Valley Expo Displays**  
**Connectivity: WI State Exhibitor Services.**

**Set-up: Thursday: 10:00 am – 8:00 pm Friday: 8:00 am – 4:00 pm**

**Show: Friday: 5:00 pm – 10:00 pm Saturday: 9:00 am – 6:00 pm**

**Tear-down: Saturday: 6:01 pm – 11:59 pm**

## **Milwaukee Displayer Kit**



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 ends: September 30, 2022.**

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.snowmobileusa.com](http://www.snowmobileusa.com) under the For Displayers link. **Advance rate ends: September 30, 2022.**

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: September 30, 2022.**



# MILWAUKEE, WISCONSIN OCTOBER 14-15, 2022

## Sales Tax Information

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.

## WI Sales Tax: 5.6%



WI Expo Center  
Lobby

WI Expo Center  
Show Halls



## Parking Passes

Parking Passes are available through the Displayer Kit located online at [www.snowmobileusa.com](http://www.snowmobileusa.com). Please search for the Exhibitor Parking Passes.

### Make sure you use the 20% code: **SNOW20**

In/out each day the parking passes are available as well. 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 14th.

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

EXHIBITORS LOT: Gate 1 is conveniently located at the southeast corner of the show building. This gravel lot is located directly behind the building. The Exhibitor Lot will be open for you to park, once you enter the park after paying at the gate.

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

Parking Attendants will direct you where to park.

# MILWAUKEE, WISCONSIN

## OCTOBER 14-15, 2022

### Driving 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).



### **SHOW LOCATION**

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



# NOVI, MICHIGAN NOVEMBER 4-5-6, 2022



## SHOW LOCATION

Suburban Collection Showplace  
46100 Grand River Avenue  
Novi, MI 48374

248-380-0843 phone 248-380-0848 fax  
[www.suburbancollectionshowplace.com](http://www.suburbancollectionshowplace.com)

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 Sunday night. Special arrangements must be made with the show staff & the Suburban Collection Showplace management if longer time is needed for removal of booth materials.

### **For Novi Show:**

**Decorator & Shipping: Art Craft Display Inc.    Connectivity: BOCO**

**Set Up Times: Thursday 8:00 am – 7:00 pm    Friday 8:00 am – 4:00 pm**

**Tear-down: Sunday: 4:00 pm – 11:59pm pm**

### **Show Hours:**

**Friday 5:00 pm – 10:00 pm    Saturday 10:00 am – 6:00 pm**

**Sunday 10:00 am – 3:00pm**

## **Novi Displayer Kit**



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 October 27, 2022.**

To establish telephone & Internet service in your booth at the Novi show 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. **Advance Rate deadline October 27, 2022.**

To order tables, chairs, stools, etc. for your booth at the Novi show – use the Art Craft Service Order form link at [www.snowmobileusa.com](http://www.snowmobileusa.com) under the For Displayers link. **Advance Rate deadline October 27, 2022.**

# NOVI, MICHIGAN

## NOVEMBER 4-5-6, 2022

### Driving 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:

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.

*Driving into the parking lot:  
There are (3) access and egress points:  
from Taft Road and Grand River*



**S** SUBURBAN COLLECTION  
SHOWPLACE

**SHOW LOCATION**  
Suburban Collection  
Showplace  
46100 Grand River Ave  
Novi, MI 48374

### Parking Passes

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 27th.

*Passes will also be available at the discounted price if purchased on site before the show opens on November 4th at the service desk.*

**Novi Show Information**



## CONTACT US

1525 N. Railroad Street  
Eagle River, WI 54521

1-800-746-8963

Lori@snowmobileusa.com

**SNOWMOBILE**   
**U S A**  
**S H O W & S A L E**

[www.snowmobileusa.com](http://www.snowmobileusa.com)