



CENTRAL WISCONSIN  
**CONVENTION+EXPO**  
CENTER

# EVENT PLANNING GUIDE

REVISED 6/2023

# WELCOME TO THE CENTRAL WISCONSIN CONVENTION + EXPO CENTER

This Central Wisconsin Convention + Expo Center Event Planning Guide is intended to assist you in the planning of your event at our facility. We hope it will answer any questions you may have, inform you of our operating policies, and provide you with the information to create an efficient and successful event.

We realize that each event is unique and that you may have special questions and concerns during the planning process. Please feel free to contact your Director of Sales should you have special concerns. We welcome the opportunity to work with you on your event. The Central Wisconsin Convention + Expo Center staff will do everything possible to make your convention, trade show, corporate meeting, banquet, wedding or other special event a success.

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## MISSION STATEMENT

We will provide our guests the best personal service possible while providing each customer with an outstanding facility and assist your guests with an outstanding Central Wisconsin experience.

## STAFF DIRECTORY

### GENERAL MANAGER

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[andreastoiber@cwconventionexpo.com](mailto:andreastoiber@cwconventionexpo.com)  
(715) 298-2726

### EXECUTIVE DIRECTOR

Dale Elliott  
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### DIRECTOR OF SALES/EVENT & CATERING COORDINATOR

Laura Epps  
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### OPERATIONS MANAGER

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### CONCESSIONS SUPERVISOR

Avril Witucki  
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(715) 298-2726

### EVENT SERVICES

Contact the Director of Sales for Event Services Information

### AFTER HOURS SECURITY

Executive Director  
(715) 302-0684

# CENTRAL WISCONSIN CONVENTION + EXPO CENTER FACILITY INFORMATION AND GUIDELINES

## ACCESSIBILITY (ADA)

The Americans with Disabilities Act (ADA) was enacted to ensure that persons with disabilities are afforded the same opportunities to participate in American society as all other persons. The ADA is legislation designed to protect the civil rights of persons who have physical or mental disabilities.

As a "Public Assembly Facility" the CWC+EC is responsible for permanent building access accommodations such as, but not limited to, wheelchair ramps, door width standards, and restroom accessibility. Permittee is responsible for non-permanent building access accommodations such as, but not limited to, registration information booths, accessible seating, auxiliary aids, and other services/programs available to exhibitors, guests, or the general public.

Prior to an event, Permittee shall provide the CWC+EC an outline of the accessibility services the Permittee will provide to the disabled guests.

Handicapped parking is available to individuals with valid disability parking permits in surrounding parking lots as well.

## BALLOONS

Helium balloons may not be sold or distributed inside the facility. Helium balloons may be approved through the Director of Event Services for permanent attachment to authorized displays. The Permittee is responsible for the cleanup of all balloons.

***See also: DECORATIONS; FIRE AND SAFETY REGULATION***

## BANNERS AND SIGNS

Events are required to contact the Director of Sales regarding any banners or signs that they would like to hang. CWC+EC Rigging Policies apply to banner and signage installation. Fees may apply.

- Decorations, signs, banners, and/or similar materials may not be taped, nailed, tacked, stapled, or otherwise fastened to ceilings, doors, walls, glass, columns, painted surfaces, fabric or decorative walls, railings, ceiling tiles, or light fixtures.
- Banners and other decorating materials are only to be hung in approved locations.
- Signage may be draped over podiums or affixed to podiums only by approved methods.
- Decorations, signs, banners, and/or similar materials may not be affixed to any outside glass door or window of the CWC+EC.
- Signs, banners, and/or decorations may not be hung inside the commons of the CWC+EC. The CWC+EC permanent directional signs, third-party advertising, and/or graphics may not be obstructed in any manner.
- In any situation where Permittee's policies are more restrictive than CWC+EC policies regarding decorations, signs, banners, balloons, etc. Permittee's policies shall supersede CWC+EC policies.
- Damage resulting from the improper and/or unauthorized installation of materials will be

charged directly to Permittee.

## **CARRY IN POLICY**

The CWC+EC enforces a strict NO CARRY IN POLICY. The Permittee, all guests, vendors, and other exhibitors are required to follow this policy, and carry-ins are prohibited in the CWC+EC building.

## **CHILDREN**

Children under the age of 16 years are not allowed on the show floor during move-in or move-out of any event. Permittee is responsible for ensuring compliance with this policy and shall include advance notification to all exhibitor information packets and during any exhibitor meetings.

## **CLEANING AND VACUUMING**

The CWC+EC shall have exclusive control of vacuuming carpet in aisles, registration areas, lounge areas, etc.

The CWC+EC will remove all bulk trash, prior to the initial show opening and following move-out, per vendor compliance guidelines. The CWC+EC will empty trash containers and small trash cans placed in the aisles by exhibitors during the non-open hour cleaning. It is the responsibility of the Permittee and exhibitors to mark any cartons, literature, and similar materials that they wish to save during move-in/out.

Janitorial service is provided by the CWC+EC during event hours in aisles, corridors, open spaces, and restrooms, plus one thorough cleaning of these areas prior to the initial show opening. Events that create excessive amounts of trash and require additional staff will be charged at prevailing rates for additional labor. Hay and straw bales used for decorating will be charged at a rate of \$10.00 per bale for cleaning service before, during, and after each event.  
***See also: ROOM REFRESHES AND TURNS; VENDOR COMPLIANCE***

## **CWC+EC DEPARTMENTS**

### ***OPERATIONS DEPARTMENT***

The Operations Department is responsible for room set and changeovers. The Operations Department is responsible for the operation and supervision of construction activities, building systems repair, and custodial maintenance activities at the CWC+EC. In addition to trades personnel (carpenters and painters), Operations included engineers (responsible for monitoring and operating building HVAC systems) and Building Maintenance Workers (responsible for the maintenance of all restrooms and lobby area).

The responsibilities of the Operations staff include, but are not limited to:

- The physical set-up of CWC+EC equipment, such as tables, chairs, etc. in the Salons, Ballroom, Meeting Rooms, and public areas, as directed in the event outline
- Providing event cleaning services for exhibitors.

- Responding to on-site requests, as conveyed by the Event Coordinator such as additional equipment and/or water service.

### ***EVENT SERVICES DEPARTMENT***

The Event Services Department oversees the coordination of each event. After a Permit for Occupancy is signed, an event is considered "Definite" and an Event Coordinator will be assigned. The Event Coordinator is the liaison between the event, the event's service providers, and CWC+EC departments and will be the main point of contact at the facility during an event. They provide information about civility and its operating guidelines and procedures to the Permittee. The Event Coordinator is also responsible for gathering information about the event and communicating that information to other CWC+EC departments. The Event Coordinator arranges for the use of rental space as well as the multi-use public areas of the facility.

### ***SECURITY SERVICES DEPARTMENT***

Please contact the Director of Sales for security services information.

### ***CWC+EC CATERING***

CWC+EC Catering prides itself on being accessible and responsive to its clients. This local, family-owned operation is based entirely within the CWC+EC, allowing its staff to be available before, during, and after every event. Clients will enjoy superior customer service from breakfast to dessert, and everything in between.

The Catering Coordinator will coordinate all food and beverage needs for catering and retail sales, execute all food and beverage contracts and handle all deposits and billings for events with CWC+EC Catering.

CWC+EC Preferred Catering is the exclusive caterer in the CWC+EC. For current menus along with CWC+EC rules and regulations, please contact CWC+EC Catering at 715-298-2726.

### ***SALES AND MARKETING DEPARTMENT***

An event's first contact with CWC+EC will be a Sales Manager. The Sales Manager conducts tours and discusses space, general meeting requirements, rates, and available dates. The information provided to the Sales Manager, including projected attendance, time, and space requirements, will be used to prepare a permit. Any requests for changes after the permit has been executed should be directed to the Sales Manager.

### ***DAMAGE***

Any damage to any CWC+EC property or equipment is to be reported immediately to the Director of Sales. Permittee is responsible for any damage done to CWC+EC property or equipment by their service contractors, employees, or exhibitors during their event, including move-in and move-out periods. Charges will be made at prevailing rates and/or replacement costs. The Permittee is encouraged to schedule a mutually convenient "walk-through" appointment with the Director of Sales to verify the condition of the facility prior to the event. A final walk-through will take place at the completion of the event and a damage evaluation report will be completed.

***See also: INSURANCE***

## **DECORATIONS**

Decorations may not be taped, nailed, tacked, stapled, or otherwise fastened to ceilings, doors, floors, walls, glass, columns, painted surfaces, fabric, or decorative walls. Damage resulting from the improper and/or unauthorized installation of materials will be charged directly to Permittee. Glitter and Confetti are prohibited in the CWC+EC. Please do not use gum as a decoration or a giveaway to guests while in the facility. Pressure-adhesive stickers or decals or similar promotional items cannot be distributed or sold within the facility. Painting of any kind in the CWC+EC is not permitted unless approved by the CWC+EC management.

***See also: BALLOONS; BANNERS AND SIGNS***

## **ELECTRICAL EQUIPMENT**

All electrical equipment must be UL approved and properly wired and tagged as to type of current, voltage, phase, cycle, and horsepower. Use of open clip sockets, latex or lamp cord wire, unapproved duplex or triplex attachment plugs, and Romex cable is prohibited. All 120-volt extension cords must be a 3-wire grounded type.

The CWC+EC reserves the right to refuse connection to any exhibitor whose equipment is deemed unsafe by CWC+EC electrical supervisors. Utility panels and mechanical equipment rooms may not be blocked. Only CWC+EC staff is authorized to access electrical floor boxes and make electrical dis/connections. The Permittee will be financially responsible for damages to electrical equipment caused by the show, exhibitors, and/or Event Service Contractors. All electrical needs should be discussed 30 days prior to the event with the Director of Sales.

## **EMERGENCY PROCEDURES**

The following overview is meant to help exhibitors, guests, and the public to understand the CWC+EC emergency procedures. This is an overview and does not detail the procedures. The level of detail is meant only for emergency response agency professionals and those that have been specifically trained in the execution of the procedures. In case of an emergency after hours, contact Security at 715-302-0684.

### ***MEDICAL***

Call 9-1-1 in the event of a medical emergency. Riverside Fire District will be contacted by the Director of Sales or Operations Manager at 715-298-2726.

### ***SEVERE WEATHER***

The Event Coordinator and/or Operations Manager continuously monitors the National Weather Service. In the event that a tornado or damaging high straight-line winds are imminent near the CWC+EC, an announcement will be made throughout the entire building via the public address system with instructions for all patrons. The instructions will include directions to vacate all common areas such as lobbies and corridors. Additionally, the announcement will direct all patrons to move immediately into a safe area of any exhibit hall or meeting room. These areas have been engineered to withstand the weather forces of tornadoes or of damaging high straight-line winds. When the severe weather threat has passed, building management will issue an "all clear" announcement on the same public address system notifying all patrons that

the threat has passed.

### ***FIRE/EVACUATION***

There are fire detection and suppression systems in the CWC+EC.

### ***BOMB THREAT***

Upon receipt of a bomb threat call, pre-determined protocols are activated with the Rothschild and Marathon County Sheriff Departments Bomb Squad. Those protocols include:

- Cessation of radio use.
- Review of the caller's threat by bomb squad professionals.
- A determination of credibility.
- Bomb dogs.
- X-ray devices and/or mechanical bomb "sniffers".
- Interaction with Permittee during the entire incident.
- Possible evacuation (see "Fire/Evacuation" above for evacuation details).

### ***EQUIPMENT RENTAL AND BOOTH, PIPE/DRAPE ETC.***

The Director of Sales will provide Permittee with the CWC+EC Equipment/Service Price List. This listing includes equipment that may be useful or necessary in producing an event. It is important that the Event Coordinator is provided with equipment needs as soon as possible to ensure that there are no equipment shortages. CWC+EC employees or designees install, operate and maintain CWC+EC equipment exclusively. The CWC+EC does not provide furniture equipment or carts for exhibitors. All arrangements for furniture and equipment for exhibitors should be handled by the Operations Manager handling the event.

If an outside event service vendor is required for decorations, Permittee will be billed at cost plus an 18% handling fee and any labor required for setting up and striking.

The CWC+EC equipment inventory is subject to availability. When CWC+EC inventory is exhausted, arrangements must be made with an Operations Manager or outside vendors for additional equipment. Additional equipment obtained through the CWC+EC over inventory will be billed at cost plus an 18% handling fee and any labor required for setting up and striking.

### ***EXCLUSIVE SERVICES***

CWC+EC exclusive services or products cannot be resold to exhibitors or any other show-related group by Permittee. All CWC+EC billing will be billed directly to the requestor for service. CWC+EC does not allow third-party billing of exclusive services.

### ***FOOD, BEVERAGES, AND ALCOHOLIC BEVERAGES***

CWC+EC Catering is the exclusive beverage and food provider for CWC+EC. CWC+EC Catering also has exclusive rights to dispense alcoholic beverages in the CWC+EC and holds an applicable license from the Village of Rothschild. CWC+EC Catering has the right to open and maintain concession stands for any events at the CWC+EC (unless otherwise deemed as an alcohol-free events).



## ***INTERNET AND WI-FI***

TDS is the exclusive Internet and networking provider for Permittee, exhibitors, and guests. Free Wi-Fi is available to guests. Signage for WiFi information is posted throughout the CWC+EC Facility.

## **EXHIBITS**

Common lobby space is reserved for registration and food service connected with an event. Booths, displays, and/or table-top exhibits set in any lobby space of the CWC+EC, must be approved in advance by CWC+EC. This approval should be completed through the Sales Manager before the Permit for Occupancy is signed. All booths, and registrations in common areas must be secured overnight.

Outdoor exhibits shall be considered on a case-by-case basis on other show activities in the building and/or the type of exhibit. The outdoor exhibit space must be incorporated into the original Permit for Occupancy.

The CWC+EC requires that exhibitors enter and exit the building using the rear-sided marshaling yard or other approved route during move-in/out times of an event when transporting items that require a cart or cannot be carried by hand. Fees for door guard personnel during move-in/out will apply and will be included on the Permittee's master invoice if needed. Exhibitors may enter through the front lobbies during approved move-in/out times with small hand-carried items only. Exhibitor move-in/out route and hours should be included with instructions to exhibitors. Contact the Director of Sales for more information on move-in/out procedures.

Exhibitors are responsible for the proper and safe construction, materials, and maintenance of their exhibit. Materials used in the construction of displays, i.e. draping, table coverings, banners, props, scenery, evergreen trees, shrubs, etc. must be fire resistant. All exhibits and/or displays are subject to inspection by the Riverside Fire District.

## **FIRE AND SAFETY REGULATIONS**

Producers of events, Directors of Sales, and exhibitors must comply with all federal, state, and municipal fire codes that apply to places of public assembly as well as any applicable OSHA regulations.

Written authorization by CWC+EC management and the Rothschild Fire Department shall be required for the following:

- Operation of any heater, barbecue, heat-producing or open flame devices, candles, lanterns, torches, welding equipment, smoke emitting devices or materials, etc.
- Operation of any electrical, mechanical, or chemical devices which may be deemed hazardous by the Rothschild Fire Department.
- Use or storage of flammable liquids, compressed gases, or dangerous chemicals.
- Use or storage of any fireworks/pyrotechnics.

## ***BUTANE***

An Open Flame (Special Events) permit must be obtained and kept in the exhibit booth at all

times.

One fire extinguisher 2-A: 10-BC or greater must be present for each open flame device. 20 lb. maximum tank.

A minimum of 10' must separate each open flame device and any other combustible materials. Butane tanks may not be stored in the exhibit area or in the building. Tanks must be stored 50' from the building.

### ***CANDLES***

The candle must be housed in glass.

The tip of the flame, in any state of use, may not extend at all above the top of the glass housing.

### ***FOGGING OR HAZING***

Prior approval from the CWC+EC must be obtained before any fogging or hazing takes place. Only water-based hazers and foggers are permitted.

### ***GASOLINE/DIESEL-POWERED VEHICLES***

Operation of gasoline or diesel-powered vehicles is permitted during move-in/out periods. Gasoline/Diesel vehicles on display in exhibit areas require approval and may not be operated during show hours. Gasoline/Diesel operated vehicles on display must have:

- Fuel tank caps locked or taped shut
- Battery cables disconnected
- A gas tank fuel level of no more than 3 gallons
- Protective covering under tires on wood floors or carpeted surfaces

### ***SMOKE DETECTORS***

Smoke detector beams in the Salon, Ballroom and Exhibit Halls cannot be blocked (degraded) by displays, signs, or technical or theatrical equipment without appropriate fire safety personnel present during all move-in/out and event hours. Please contact the Event Coordinator for locations and more information.

## **FLOOR PLANS AND EXHIBIT LAYOUT**

All floor plans must be submitted for review and approval by the Director of Sales a minimum of two weeks (14 days) prior to move-in. Floor plans must include the name of the show, show dates, building location, and Director of Sales.

Space may not be sold or assigned until the floor plan has been approved. If, for some reason, the floor plan is not approved, a copy will be returned to the Permittee or Director of Event Services that submitted the plan with items to be corrected clearly marked. If changes are made to the floor plan after it has been approved, the floor plan must be resubmitted for approval prior to move-in. When planning exhibits in any area of the facility, please note the following requirements:

- Floor plans are required for all areas of the CWC+EC
- Floor plans must be drawn to scale and include all structures and obstructions
- All aisles must be at least 6' in width and kept clear, clean, and free of obstructions
- Exits in all areas shall not be blocked or obstructed
- No exhibit or its drapery can block the reasonable view of any exit sign

- Displays are to be kept at least 15" from any exit and concession stand
- All empty crates and boxes must be stored in areas approved and assigned by CWC+EC management and the Rothschild Fire Department
- Clear access must be maintained to all permanent food facilities, restrooms, and CWC+EC service offices
- All areas to be used as food function areas, other than permanent food facilities, must be clearly marked on the floor plan.
- Exhibits/displays, planned for areas immediately adjacent to CWC+EC permanent concession stands, require prior written approval from CWC+EC Event Coordinator.

Please contact the CWC+EC Director of Sales for a detailed diagram of the exhibit halls indicating where exhibits or displays are prohibited.

***See also: FIRE AND SAFETY REGULATIONS; EXHIBITS; LOBBIES AND COMMON SPACES***

### **FLOOR PROTECTION AND TAPE POLICY**

The use of tape on any facility surface is prohibited except as noted. The use of high-residue tape is prohibited on concrete floors and carpeted areas. Duct tape, clear "cellophane" or packing tape is specifically prohibited. The Permittee and Event Service Contractor are responsible for the removal of any tape applied to the floor as well as any tape residue left after removal. Tape or residue left on any surface will be removed by the CWC+EC and the cost for removal will be billed to Permittee.

A leakproof covering must be used on the floor when an event features a display or exhibit which included using water, peat moss, sand, topsoil, or similar materials. The floor must be protected from stains and curbing must be provided to retain liquids and loose materials within the enclosure to prevent the material from being tracked through aisles by show visitors. Watering must be controlled to eliminate leakage or seepage.

Permission to use any type of sticker on CWC+EC wood or carpeted surface must have prior approval by CWC+EC management. If such permission is granted, the Permittee is responsible for the removal of stickers. Prevailing labor rates and material costs resulting from the removal of stickers will be the responsibility of the Permittee.

Metal-wheeled vehicles, carts, or equipment handling devices are prohibited from use in the CWC+EC. Only vehicles, carts, or equipment handling devices with CWC+EC-approved wheels shall be permitted in lobby areas.

Exhibitors that exhibit within an exhibit hall or ballroom must enter and exit using the rear marshalling yard during approved move-in/out times of an event when transporting exhibit items that require a cart or cannot be hand carried. Exhibitors may use the front commons during approved move-in/out times for small hand-carry items at a designated entrance. The front common doors of the building may or may not have a door block.

The CWC+EC has the right to require exhibit hall floor boxes at Permittee's expense, to protect electrical, telephone, cable, and internet connections. Installation and removal of floor box covers can be completed by the Permittee and/or the Operations Manager. Conditions on the

exhibit hall floor requiring CWC+EC floor box covers include: sand, dirt, gardens, and large water displays. Floor box covers may also be required when vehicles entering the hall have been exposed to snow or rain. Charges will be placed on the master invoice. Please notify the Director of Sales well in advance, if CWC+EC floor box covers are required.

### **FOOD AND BEVERAGE SAMPLING**

CWC+EC is the only approved and licensed beverage provider approved at the CWC+EC and provides all catering, concession, and hospitality services. In addition, CWC+EC Catering also holds the applicable exclusive liquor license from the Village of Rothschild.

A sampling of food and beverage is allowed in the CWC+EC Exhibit Hall or Ballrooms. Outside food and beverage are permitted with CWC+EC prior approval from the Director of Sales.

### **CATERING**

The assigned Catering Coordinator will work with an event to coordinate all food and beverage needs for both catering and retail sales, execute all food and beverage contracts and handle all deposits and billings for events. In order to prepare properly for an event and ensure its success, the catering coordinator must receive food and beverage requirements, locations, and agenda a minimum of two weeks prior to the event. If the catering manager does not obtain this information CWC+EC cannot guarantee that the labor, equipment, or food will be available to make the event a success. For current menus along with CWC+EC rules and regulations, please contact Event Coordinator.

### **RETAIL OUTLETS**

Our concession stands are fully equipped to accommodate large groups.

A Permanent Concession Stand is located at the front of the common area. CWC+EC has the right to open and maintain a concession stand for all events at the CWC+EC. Clear access of 15' to the side of the concession stand must be maintained for all exhibit hall shows. See floor plans for specific locations and prohibited areas. Concession hours are scheduled based on event needs.

Specialty Concessions can be located in other areas of the CWC+EC and additional fees will apply. Please contact CWC+EC Catering when planning for an event in order to offer the best possible food and beverage services to guests.

### **ALCOHOLIC BEVERAGES – IDENTIFICATION (ID) AND CONTROL PROCEDURES**

CWC+EC management has the right to approve the dispensing of alcohol and location at any event within the CWC+EC unless the event is deemed non-alcoholic. Alcoholic beverages purchased with the CWC+EC may not be consumed or carried off-premise. Additional staff may be required at Permittee's expense based on the nature of the event as determined by the CWC+EC and CWC+EC Catering. All alcoholic beverages carried in from commons or hotels are strictly prohibited.

### **FREIGHT EXHIBITORS**

Exhibitor freight must be consigned to the contractor to be delivered directly to the exhibitor

during the exhibitor move-in hour, or the CWC+EC will accept exhibitor freight under certain conditions. These deliveries are subject to charges at prevailing rates. The CWC+EC reserves the right to refuse freight shipments. The CWC+EC Facility does not have an operable liftgate at this time; therefore, any shipments that require a liftgate, need to be delivered on a truck with one. Please contact your Event Coordinator for further information.

### **SHOW MANAGEMENT**

Permittees can make special arrangements to ship registration materials to the CWC+EC no more than 2 days prior to their event by contacting their Event Coordinator. The CWC+EC facility does not have an operating lift gate. All shipments that require a lift gate, will need to be delivered and picked up with a truck that has one. CWC+EC will accept total shipments of up to 200 lbs.

### **ADDITIONAL INFORMATION**

Any shipments sent to the CWC+EC must include this information:

Central Wisconsin Convention + Expo Center  
10101 Market Street Suite A20  
Rothschild, WI 54474

All deliveries that are accepted by CWC+EC will be delivered by CWC+EC personnel or released to the Permittee. Certain fees may apply. CWC+EC will not be held liable for any loss, damage, or injury to property of any kind that is shipped or otherwise delivered to the CWC+EC facility, even if the CWC+EC is providing freight handling.

### **HOURS OF OPERATION**

The CWC+EC exterior doors open based on show activity. Administrative office hours are by appointment only. The Administrative Office is closed on most major holidays: New Year's Day (January 1st), Easter, Memorial Day (the last Monday in May), Independence Day (July 4th), Labor Day (the first Monday in September), Thanksgiving Day (the fourth Thursday in November), Day after Thanksgiving, Christmas Eve (December 24th), and Christmas Day (December 25th).

### **HVAC**

In-house ventilation, heating, or air-conditioning will be provided during event open times, i.e. the period when the facility is used by delegates and invited guests. Generally, full house ventilation, heating, or air conditioning is maintained from one hour prior to the opening of an event until the closing of the event. Energy conservation is of prime concern and minimal levels of ventilation and heat will be maintained during move-in/out periods.

Because the CWC+EC utilizes a chilled water cooling system, it must winterize all air-conditioning units from approximately October 15th through April 15th in order to prevent damage to equipment. If cooling is necessary during this time, outside air is utilized. Please notify the Event Coordinator to prearrange any special cooling needs for the event that may take place during this time frame.

## **INSURANCE**

Verification of insurance, if required by the Permit for Occupancy, must be provided at least 10 days prior to an event. All insurance secured by the Permittee shall be issued by insurance companies acceptable to the CWC+EC and admitted in Wisconsin. The insurance specified may be in a policy or policies of insurance, primary or excess.

Acceptance of the insurance by the CWC+EC shall not relieve, limit, or decrease the liability of the Permittee. Any policy deductibles or retention shall be the responsibility of the Permittee. The Permittee shall control any special or unusual hazards and be responsible for any damage that results from those hazards. The CWC+EC does not represent that these insurance requirements are sufficient to protect the Permittee's interests or provide adequate coverage.

- A 30-day written notice is required if the policy is cancelled, not renewed, or materially changed.
- The CWC+EC may require that a certified copy of the insurance policy be provided to the CWC+EC.
- The Permittee shall require that its contractors comply with these insurance provisions.

In the event that the insurance required is not provided or is cancelled, the Permittee will not be permitted to begin setup of their event. Once proper proof of insurance is provided, the CWC+EC will allow the Permittee to proceed with their event.

## **LICENSE AND PERMIT REQUIREMENTS**

The Village of Rothschild requires that certain persons and events obtain a license. These include, but are not limited to:

- Auctions (for the Auction and the Auctioneer)
- New and used car sales
- Antique shows
- Coin shows
- Stamp shows
- Weapons collection shows
- Merchandise sales may require a Transient Merchant License

For further information and application forms, please visit [www.dsps.wisconsin.gov](http://www.dsps.wisconsin.gov) or call 608-266-2112.

## **ANIMALS/PETS**

Animals are not permitted in the building without prior approval of CWC+EC management. Approval of animals/pets in the CWC+EC is based on whether the animal or pet is part of an exhibit, activity, or performance legitimately requiring the use of animals. Such animals/pets must be on a leash, within a pen, and under similar control at all times. Such animals/pets shall be kept in the exhibit or performance area at all times. The owner shall take full responsibility for their pet.

A Village permit is required to bring any animals that are hooped or "wild by nature" into the CWC+EC. For further information and application forms, see [www.dnr.wi.gov](http://www.dnr.wi.gov) or call

888-936-7463.

Service dogs are always welcome.

### ***NOISE PERMIT***

Any amplified sound on the CWC+EC parking lot or exterior of the CWC+EC requires a Noise Permit. The CWC+EC will arrange for this permit. Fees for the permit will be added to the master invoice. Please contact the Event Coordinator for more information.

### ***OPEN FLAME (SPECIAL EVENTS) PERMIT***

A Village permit is required for open flame and heating devices in the CWC+EC. Please see Fire and Safety Regulations for more information.

### ***PRIZE DRAWINGS***

Organizations conducting prize drawings valued at over \$1,500.00 must have applicable Village and State licenses. Drawings held at the CWC+EC must be open to the public through in-person non-paid admission, public internet sites, mail, and/or at an off-site public business establishment. Instructions for public entries must be posted at each submittal location. For further information and application forms, please contact [www.doa.state.wi.us](http://www.doa.state.wi.us) or call 608-270-2555, as well as the Wisconsin Police Licensing Division at 608-266-1221.

### ***RAFFLES***

Raffles can only be conducted by non-profit organizations. Organizations conducting raffles must have applicable Village and State licenses. For further information and application forms see [www.doa.state.wi.us](http://www.doa.state.wi.us) or call 608-266-1741.

### **LIGHTING**

Energy conservation is of prime concern and minimal levels of lighting will be maintained during move-in/out periods. House lighting will be provided, as required, during event open times (the period when delegates and invited guests use the facility). Generally, full house lighting is maintained from one hour prior to the event until the closing of the event. Audio/Visual set-up, rehearsals, and similar pre-event activities may be assessed a charge for special lighting and comfort level requirements.

Special lighting levels can be pre-set in the Exhibit Halls, Ballroom, and meeting rooms. Request for special lighting levels in CWC+EC lobbies and shared common space for an event must be reviewed in advance by CWC+EC management. Special lighting requests may result in additional labor and/or equipment charges.

### **LOADING DOCK WITH GARAGE DOORS**

The CWC+EC has an "open dock" policy. This policy allows individual exhibitors the right to handle their own freight if they desire to do so. All full-time employees of any exhibiting firm shall be allowed to unload, install and dismantle the exhibits of the exhibiting company. Certain times and restrictions may apply based on Permittee and building needs.

## **LOBBIES AND COMMON SPACES**

The CWC+EC is a multi-purpose facility and often hosts several events at one time. Therefore, all lobbies, hallways, and entrance areas are considered shared common spaces and are under the exclusive control of the CWC+EC management. CWC+EC management retains the right to require security in shared common space when multiple events necessitate pedestrian traffic management, at the Permittee's expense.

A Permittee wishing to relocate or obstruct any permanent seating must obtain permission from CWC+EC management prior to an event. Lobby furniture may not be utilized in any meeting room or rented space for event-related purposes.

Power outlets are provided for guests to use throughout the lobbies and common spaces. Show-related features, registrations, décor, or exhibits requiring power are subject to standard charges.

CWC+EC management retains the right to operate food and beverage stations in shared common spaces.

## **LOCATION**

The Central Wisconsin Convention + Expo Center is perfectly located in Rothschild, Wisconsin on I-39 / Highway 51 at Exit 185. It is just minutes away from the Central Wisconsin Airport (CWA), Wausau, and Highway 29 interchange.

## **LOST AND FOUND**

Every effort shall be made to see that property found and/or turned in shall be handled in such a way as to provide the best possible opportunity for return to its rightful owner. If property is found before, during, or after an event by a CWC+EC employee, it will be turned in to the Convention Center office, with information as to the time, date, and place where the property was found and who found it.

All items turned in to the Convention Center Office will remain there until the end of the show/event. To inquire about a lost item, you may call the main office at 715-298-2726. Any item unclaimed after 60 days becomes the property of CWC+EC and will be disposed of in a proper manner.

## **MEDIA/PRESS**

For the most up-to-date information regarding the CWC+EC, please contact the Event Coordinator.

## ***PUBLIC SPACES***

Members of the media are welcome in the CWC+EC during normal business hours. Please contact the CWC+EC in advance of your arrival to coordinate access, parking, and permissions.

## ***PUBLIC EVENTS***



Public events also may require permission from the Event Manager. Please contact the event manager or the CWC+EC for help locating a contact person.

### ***PRIVATE EVENTS***

Private events may require permission from the Event Manager, at the event's discretion. Please contact the event manager or the CWC+EC for help locating a contact person.

### ***SATELLITE/MEDIA TRUCK PARKING***

Parking for satellite/media trucks is available on a limited basis. Please pre-arrange these needs with the CWC+EC at least two days in advance. Media are prohibited from placing a vehicle in any of the placement spaces without prior authorization. The Village requires that any satellite truck not parked in a legal parking space obtain an obstruction permit from the Village.

### ***CABLING***

If cables need to be run to a live/satellite truck, please obtain permission and placement from the CWC+EC by contacting the CWC+EC two days in advance of the shoot. Cables that cross public walkways must be ramped or secured by approved CWC+EC methods; taping cable is not allowed in lobby areas. Additional costs will be incurred.

### ***MEDICAL SERVICES PERSONNEL***

The CWC+EC retains the right to require Medical Services Personnel (EMT) for any size or type of event. Medical Services Personnel will be arranged through Event Operations Department, are contracted through an exclusive provider and Permittee is responsible for associated costs.

There is one permanent First Aid Station located at Convention Center Kitchen. Temporary stations may operate at other locations.

Supplies such as aspirin, bandages, etc. are Permittee's responsibility. Medical Services Personnel are equipped with supplies but will dispense these only on an emergency basis. First Aid Personnel will not dispense aspirin or other medications.

### ***PAGING***

The CWC+EC will make announcements regarding public safety procedures whenever conditions make it necessary.

### ***PARKING***

All parking is subject to availability. Request for parking can be made through the Event Coordinator. Maps showing surrounding parking are available on the CWC+EC website or through the Event Coordinator.

### ***SHOW MANAGEMENT PARKING***

Complimentary parking is included with the rental of the Ballroom and Salons. Contact the Event Coordinator for more information.

### ***EXHIBITOR PARKING (PAID) – MARSHALLING YARD***

Exhibitor parking in the marshalling yard is made available on an event-by-event basis at the discretion of CWC+EC management.

## **ROOM REFRESHES AND TURNS**

One mid-day room refresh is provided for each meeting room in use. A minimum of 30 minutes is required to complete a room refresh. The refresh includes straightening of tables and chairs, trash disposal, and replacement of water. If an event requires refreshes beyond the mid-day refresh, appropriate labor charges will apply in relation to the scope of the work to be done.

Changes to room sets or room turn to require adequate time and will be charged at prevailing rates. Please see an Event Coordinator or the Equipment Rental Sheet for more information.

### ***ROOM TURNS FOR FOOD FUNCTIONS:***

The initial room turn from the one-time set up to a food function will be at no charge on the following requirements:

- The CWC+EC is given a minimum of two hours to complete the turn in meeting rooms and six hours to complete turns in the Ballroom or Exhibit Halls. The CWC+EC reserves the right to require additional time when more than 15 room sections are being turned.
- The banquet set is not a specialty set, i.e. angled spacing, combinations of table varieties, etc.
- Specialty sets, changes, and/or adjustments from one food function to another food function will be billed at prevailing rates. Simple changes in guarantees from one food function to the next will not be billed.
- Changes from food functions to non-food function meeting sets will be billed at prevailing rates.

## **SALES TAX**

Exhibitors engaged in the business of making retail sales at the CWC+EC may be required to obtain sales tax permits. Exhibitors are required for filing this tax and must have a Wisconsin Sales and Use Tax Permit and a Village Sales and Use Tax Permit. Both permits can be obtained by filling out forms provided by the Wisconsin Department of Revenue.

Organizations claiming a State Sales Tax exemption must provide the CWC+EC with a copy of a valid Tax Exemption Certificate or Certificate of Exempt Status.

The Certificate of Exemption S211 - sales tax can be obtained from the State of Wisconsin. Please contact:

Department of Revenue  
Sales and Use Tax Division  
Telephone: 608-266-2486  
[www.revenue.wi.gov](http://www.revenue.wi.gov)

Organizations need only provide the CWC+EC with a Tax Exemption Certificate upon their first event with the CWC+EC. Once received, it will remain on file for future events. A Federal Income Tax Exemption is not the same as a State of Wisconsin Sales Tax Exemption.

Under Wisconsin law, the operator of a flea market, craft show, antique show, coin show, stamp show, comic book show, convention exhibit area, or similar selling event is required to obtain (from each vendor) proof that the seller has a Sales Tax Permit or a written statement from the seller that the items offered for sale are not subject to Sales Tax if that vendor desires to conduct business on the premises owned to controlled by the operator. Contact the above address for ST-12.

Sales of food and/or beverage in the CWC+EC at events requiring admission charges are subject to Wisconsin State Sales Tax. Vendors are required to obtain a Wisconsin State Sales Tax I.D. # and Form ST12 at the above address.

## **SECURITY**

Permittee is responsible for event security of the areas covered by their Permit for Occupancy. The CWC+EC retains exclusive rights to provide event security services including ticket takers, door guards, overnight guards, and ushers. The CWC+EC management reserves the right to complete of move-out. The CWC+EC shall retain the right of final approval for all security arrangements for all events conducted within the facility.

The CWC+EC requires prior notification and the right of approval on armed security in the facility. The only armed security allowed in the facility shall include:

- Any law enforcement officer with jurisdiction over this facility, i.e. Village of Rothschild Police, Marathon County Sheriff, Wisconsin State Patrol, and/or Federal Officers.
- Any licensed security company making cash pickups or deposits

The CWC+EC reserves the right to enter any space in the CWC+EC covered by the Permit for Occupancy or Special Events Permit, in the event of an emergency situation.

## **SMOKING AND TOBACCO POLICY**

In accordance with state law, the CWC+EC is a "Smoke-Free" facility. State law prohibits the sale or distribution of tobacco products to the general public at no cost or nominal cost.

## **SOUND OPERATIONS AND A/V**

The CWC+EC along with preferred AV companies will provide Production Technicians to install and operate CWC+EC sound, lighting, and A/V equipment. Permanent sound systems are available in the Exhibit Halls, Ballroom, and Meeting Rooms. Portable sound systems may be set up for special activities where permanent house systems are not available. The meeting room and exhibit hall sound systems are controlled by a custom computer package that is capable of supplying any audio source to any area. The Exhibit Halls and Ballroom have acoustically tailored independent sound systems.

Due to the sensitive nature of our computerized in-house sound system, a Sound Operator will be required when any of these conditions exist:

- More than four audio inputs are used. This includes microphones, CD players, cassette recorders, and video projectors.

- Any live musical entertainment is tied into the house system, with the exception of a single microphone on a piano or other instrument for background music.
- Any recording process, Audio or Video, using CWC+EC equipment that needs an adjustable sound source.
- More than two wireless microphones/audio feeds are being used.
- When wishing to connect third-party equipment, such as a microphone, CD player, video equipment, tape player, or soundboard, to the CWC+EC sound system. CWC+EC soundboard and applicable patch fees per input will apply.

### ***BALLROOM***

- When more than one input is needed with the exception of two CWC+EC wired microphones.
- Any live musical entertainment is tied into the house system, with the exception of a single microphone on a piano or other instrument for background music.
- Any recording process, Audio or Video, using CWC+EC equipment that needs an adjustable sound source.
- When wishing to connect a third-party sound system, CWC+EC soundboard rental and applicable patch fees per input will apply.

### ***SALON***

- CWC+EC Production Technicians are required at all times to operate sound, A/V, and lighting equipment.
- Tie-in permitted to audio components for a specified fee. CWC+EC to supervise tie-in.

### ***SALON A, B, AND C***

- When more than two audio inputs are used.
- Any live musical entertainment is tied into the house system, with the exception of a single microphone on a piano or other instrument for background music.
- Any recording process, Audio or Video, using CWC+EC equipment that needs an adjustable sound source.
- When wishing to connect third-party equipment, such as a CD player, video equipment, tape player, or soundboard, through the CWC+EC sound system.

### ***SUBLETTING***

Subletting of rental space to any other person, firm, or organization for any purpose including, but not limited to, hospitality rooms, demonstrations, and/or sales meetings is not allowed. Any other firm or organization that wishes to have an event in conjunction with another contracted event is required to make independent arrangements for space with CWC+EC management. Rental space may be used only for purposes directly related to the meeting, convention, and/or trade show.

### ***THIRD-PARTY ADVERTISING***

Third-party advertising is regulated by the CWC+EC in all non-rental and/or public spaces. All third-party advertising in non-rented/public space must be approved by the Director of Sales prior to the first contracted day of the event for content and location/application within the facility. Fees may apply.

## **VEHICLES**

Vehicles are permitted in the Exhibit Halls for loading and unloading only. Vehicles that are not dedicated for exhibit purposes must be removed from Exhibit Halls prior to the show opening. Gasoline/Diesel operated or stored in the facility during show hours.

All hard floor surfaces must be totally covered with a non-porous covering during vehicle clearing and/or application of waxes, polishes, or detailing products. Spray cans or bottles are not permitted. Touch-up painting of vehicles is not permitted.

Motorized vehicles, forklifts, gas or electric carts may not be operated in any carpeted area without prior written permission from CWC+EC management. Two-wheel bicycles, rollerblades, skateboards, or any type of scooter are not permitted in the CWC+EC. Mobility scooters and personal transporters (i.e. Segways) are permitted.

***See also: FIRE AND SAFETY REGULATIONS;***

## VENDOR COMPLIANCE

- Vendors must enter the show between the allotted times that will be set prior to the show. All move-in is required to enter through the back of the building.
- Vendors must stay within their designated booth defined by the stall setup.
- CWCEC will remove all your garbage, cardboard, and recycling from your booth if placed neatly (cardboard MUST be broken down) in front of your booth at the end of each show day. If the cardboard is not broken down and garbage is not placed neatly to be removed, a charge (\$50.00) will be applied directly to the vendor credit card on file. Box cutters will be supplied if needed.
- Vendors are responsible for obtaining a Seller's Permit if required. Check with the Wisconsin State Department of Revenue for rules and regulations pertaining to the selling of goods and services. The Vendor is responsible to apply sales tax when necessary.
- Do not sell or attempt to sell, market, advertise, give away, or have in your possession illegal items. The Central WI Convention + Expo Center reserves the right to determine restricted and or offensive merchandise.
- Vendor Code of Conduct: Physical or verbal threats or abuse, obscene, libelous, or slanderous conduct, disruptive behavior, willful disobedience, profanity, vulgarity, open and persistent defiance of authority, or the persistent abuse of Central WI Convention + Expo Center personnel will not be tolerated and may result in immediate and permanent expulsion from the Show.
- Use of tables, chairs, equipment, carts, etc. All must not damage the floor or the building. Use of any equipment from the Central WI Convention + Expo Center must be preapproved. Any adjustments to the set-up must be pre-approved by the Central WI Convention + Expo Center.
- Nothing shall be posted on, tacked, nailed, screwed, taped, or otherwise attached to the columns, walls, floors, furniture, or other parts of the trade show facility. Damage resulting from such action shall be repaired at the expense of the exhibitor.
- Vendors are only allowed to use the building's electrical outlets if paid for. (1) power strip is allowed for a (2) plug outlet. If you are exceeding your outlets' power, you will be required to purchase an additional outlet.
- Vendors need to understand that the ADA requires all exhibits to be accessible to those with disabilities and agrees that the exhibitor is solely responsible for ensuring that its display complies with the ADA and its responsibilities to the physically, visually, or hearing impaired.
- Any food or beverage vendors are allowed 1oz of food or 2oz of beverage (sample) to attendees. If vendors would like to sample alcohol, they must hire a licensed bartender from the Central WI Convention + Expo Center to distribute samples. A waiver may be requested by the Central WI Convention + Expo Center equal to the number of sales Central WI Convention + Expo Center could have made on that product in the concession stand.
- No carry-ins allowed.
- The Central WI Convention + Expo Center requires a credit card to be held on file to ensure vendor compliance is followed. Charges will apply if not followed.
- It is recommended to have a certificate of insurance that proves comprehensive general liability coverage for each vendor.
- The Vendor has read and understands the CWCEC Event Planning Guide.