

Thursday, January 2, 2025

- 6:00am - 2:00pm Wisconsin Expo Inc (WEI) - general contractor move-in
- 2:00pm - 5:00pm WI Expo Service Desk (loading doors) - *tables, chairs, carpet, etc.*
- 2:00pm - 5:00pm Exhibitor move-in begins – Thursday move-in by request only

Friday, January 3, 2025

- 8:00am - 8:00pm Exhibitor move-in
- 8:00am - 4:00pm Show Office (by Restrooms) - *exhibitor questions answered here*
Exhibitor passes will be mailed to main contact on application in Dec.
- 8:00am - 7:00pm WI Expo Service Desk (Loading Doors) - *tables, chairs, carpet, etc.*
- 9:00am - 6:00pm WI State Fair Office (Dockside A) - *electrical, internet, parking, etc.*
- 8:00pm All exhibit booths set up; Hall c closed
Exhibitors that cannot set booth on Thursday must contact show management ASAP.

Saturday, January 4, 2025

- 7:30am - 4:00pm Exhibitor pass required for building entry
- 8:00am - 9:00am Exhibitor prep for show open prior to 10:00 am opening
- 10:00am - 4:00pm Show opens to the public
- 1:00pm – 2:00pm Fashion Show
- 2:30pm - 3:30pm Stage Performance tba
- 4:00pm Show closes
- 5:00pm All exhibitors must have vacated the facility

Sunday, January 5, 2025

- 7:30am - 4:00pm Exhibitor pass required for entry
- 10:00am - 4:00pm Show opens to the public
- 1:00pm – 2:00 pm Fashion Show
- 2:30pm - 3:30pm Stage Performance tba
- 4:00pm Show closes
- 4:00pm - 9:00pm Move-Out / All Exhibitors must be out of the building by 9:00pm

THE HALL MUST BE COMPLETELY CLEARED BY 9:00PM (Sunday, January 5, 2025).