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## Key Locations / Addresses

- Baird Center**  
400 W Wisconsin Ave, Milwaukee, WI 53203
- Baird Center Loading Dock**  
850 N 6th Street, Milwaukee, WI 53203
- Marshaling Yard**  
640 South 84th Street (North Lot 2),  
West Allis, WI 53214
- Registration Desk**  
Second Floor, Baird Center
- Baird Center Exhibitor Service Desk**  
Exhibit Floor (see map on page 6)
- GES Exhibitor Service Desk**  
Exhibit Floor (see map on page 6)
- Lead Retrieval Service Desk**  
Exhibit Floor (see map on page 6)

## Key Dates / Times

- Targeted Move-In**  
See Targeted Map on page 3.
- Exhibitor Move-In Complete**  
Wednesday, April 17 at 10:30 a.m.
- Exhibit Hall Hours**  
Wed. April 17 from 11:00 a.m. - 5:00 p.m.  
Thursday April 18 from 11:00 a.m. - 4:30 p.m.
- New! Baird Center Expansion Tour**  
Tuesday, April 16 at 1:00 p.m.  
\* See page 2 for details.
- Registration Desk Hours**  
Tuesday, April 16 from 9:00 a.m.-7:00 p.m.  
Wednesday, April 17 from 7:00 a.m.-6:00 p.m.  
Thursday, April 18 from 7:00 a.m.-6:30 p.m.
- Complementary Lunch**  
Wednesday, April 17 from 11:00 a.m. - 1:30 p.m.  
Thursday, April 18 from 11:00 a.m. - 1:30 p.m.

# New! Baird Center Expansion Tour

**Tour the expanded Baird Center on an exclusive tour for CheeseExpo exhibitors!**

**Date:** Tuesday, April 16

**Time:** 1:00 p.m.

**Duration:** 1 hour

**Meeting Point:** Bottom of the Hilton escalator on the 2nd Floor of the Baird Center.

**Max Attendees:** This tour is available for a maximum 45 individuals and is offered on a first come basis.

## FAQs

### Registration / Badges

**How do I edit registered booth staff or register additional staff?**

Visit the registration desk on the Second Floor of the Baird Center.

**How do I get my badge?**

Badges will be printed at the registration desk located on the Second Floor of the Baird Center.

**Can I pick up everyone's badge working within my booth?**

Yes. The individual picking up all badges is responsible for getting them to booth staff.

### Event / Location

**Is WiFi available?**

Public WiFi is available for general use.

**Are refreshments available on-site during booth set-up hours?**

Yes, vending machines are located on the first and second floor of the Baird Center.

**Can I get a list of attendees?**

Yes, a final list will be sent out to all exhibitors post-event.

### Booth Freight / Orders

**When can I expect my freight to arrive OR who can I ask about missing freight?**

See the staff at the GES Exhibitor Service Desk located on the show floor (see map on page 6).

**I have a question on flooring, furnishings or labor orders or need to place an order.**

See the staff at the GES Exhibitor Service Desk located on the show floor (see map on page 6).

**I have a question on electrical, rigging, or catering orders or need to place an order.**

See the staff at the Baird Center Exhibitor Service Desk located on the show floor (see map on page 6).

**Where can I pick up my Lead Retrieval items or place an order?**

See the staff at the Lead Retrieval Exhibitor Service Desk located on the show floor (see map on page 6).

# Targeted Move-In Map

[Click here to find the online file](#)

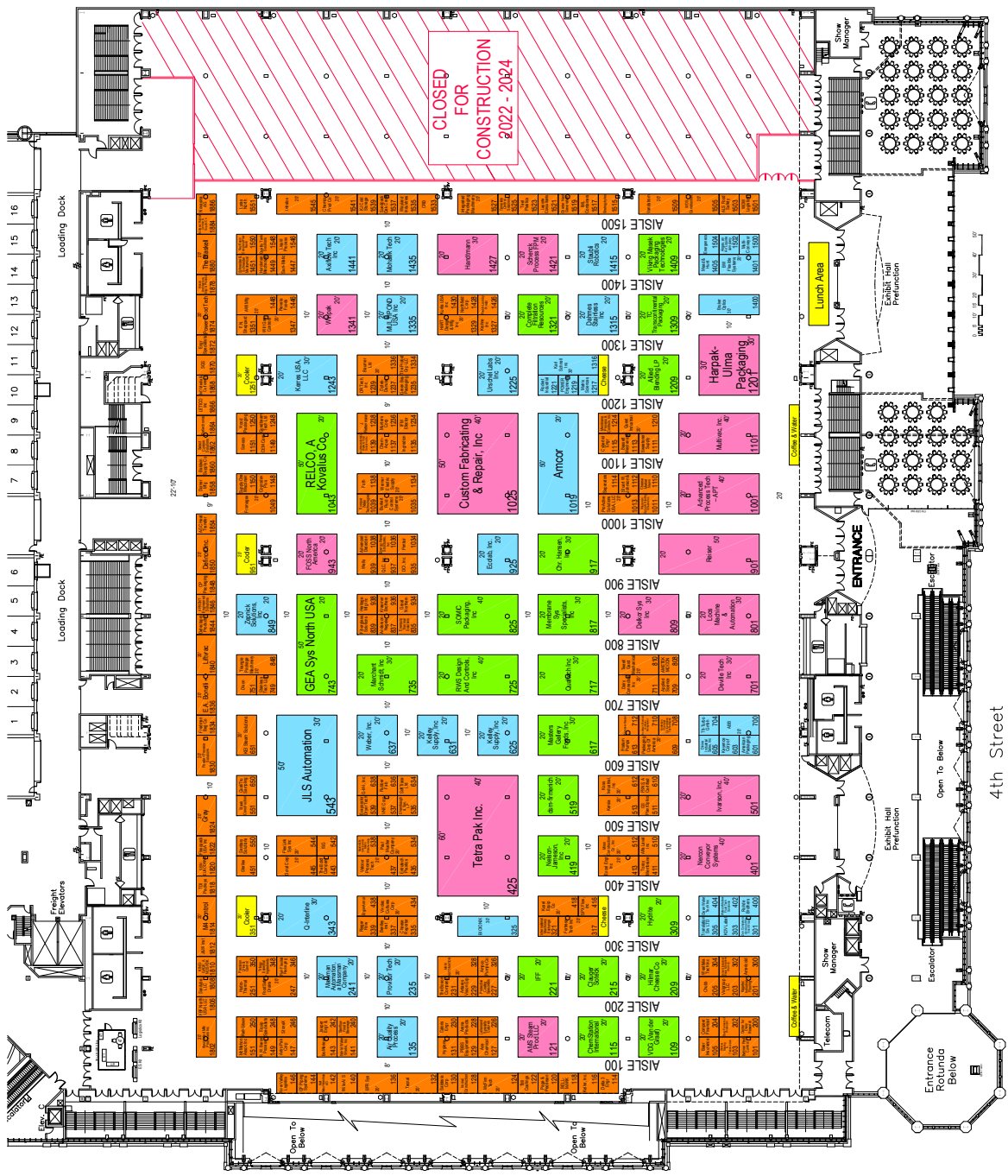
### BUILDING LEGEND

CEILING HEIGHT IS 37'  
 FLOOR LOAD CAPACITY IS 500 LB. SQ. FT.  
 ELEVATOR  
 POY - FIRE HOSE  
 UTILITIES  
 ○ - GAS LINE CONNECTION  
 ○ - POWER/TELECOM/FIBER/WATER  
 ○ - POWER/TELECOM

### TARGET DAYS

- MONDAY, APRIL 15TH, 11AM MOVE IN  
DRIVER CHECK IN 8AM - 9AM
- MONDAY, APRIL 15TH, 1PM MOVE IN  
DRIVER CHECK IN 8AM - 10AM
- MONDAY, APRIL 15TH, 3PM MOVE IN  
DRIVER CHECK IN 10AM - 12PM
- TUESDAY, APRIL 16TH, 8AM MOVE IN  
DRIVER CHECK IN 8AM - 3PM

POVS WILL ONLY BE ACCEPTED ON TUESDAY, APRIL 16TH. POVS MUST ONLY USE THE DESIGNATED DOCK SPACES TO UNLOAD. POVS USING INCORRECT DOCK SPACES WILL BE ASKED TO MOVE TO THE DESIGNATED POY UNLOADING DOCKS. EXHIBITORS MUST BE MOVED IN BY WEDNESDAY THE 17TH BY 10:30AM.



4th Street

# Marshaling Yard Map

640 South 84th Street (North Lot 2), West Allis, WI

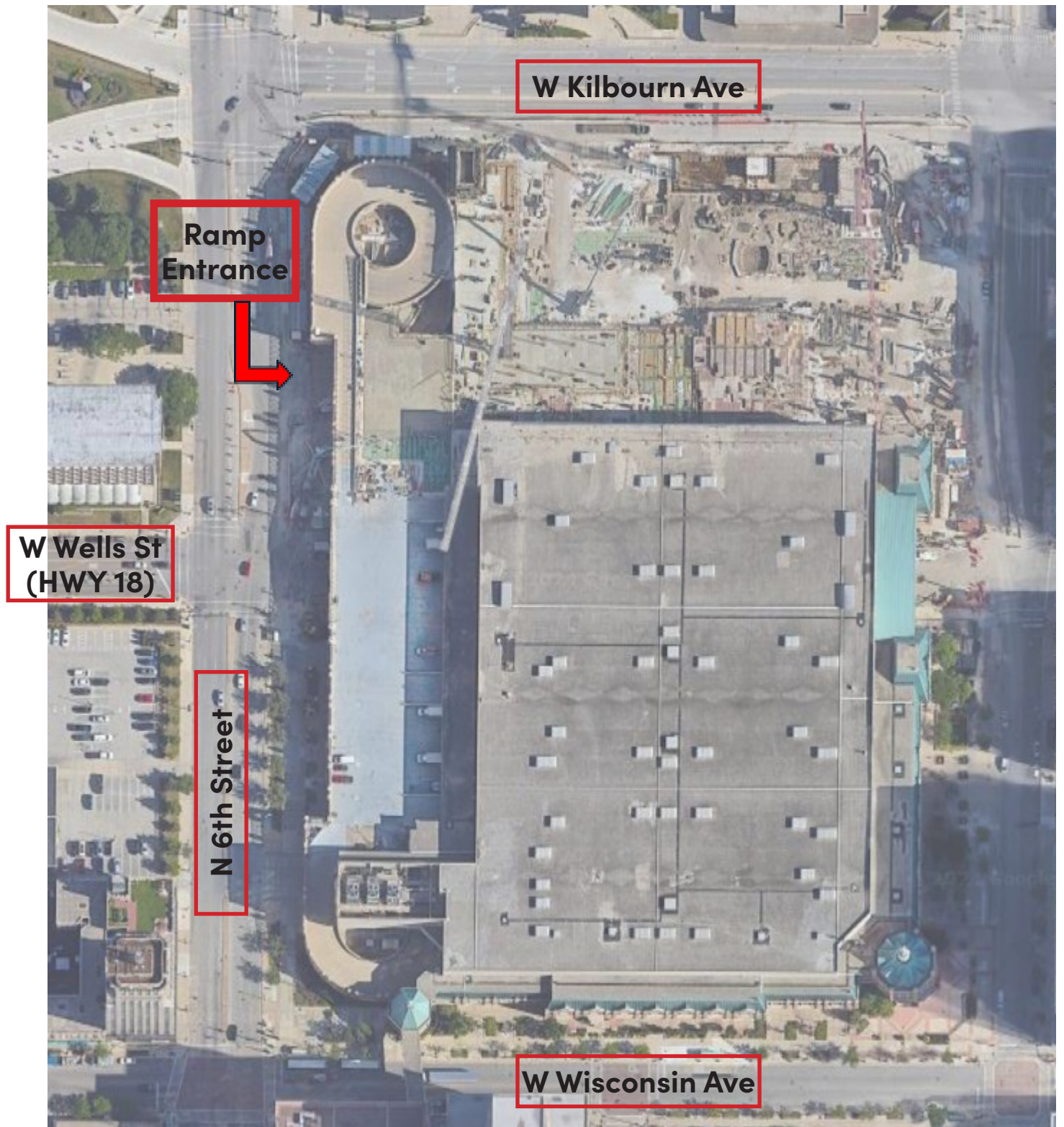


## Marshaling Yard Key Facts:

1. View the [Targeted Move-In Map](#) to confirm your appropriate check in time.
2. Find full Marshaling Yard information online [HERE](#).
3. Hand carry / POV exhibitors are NOT required to check into the Marshaling Yard.

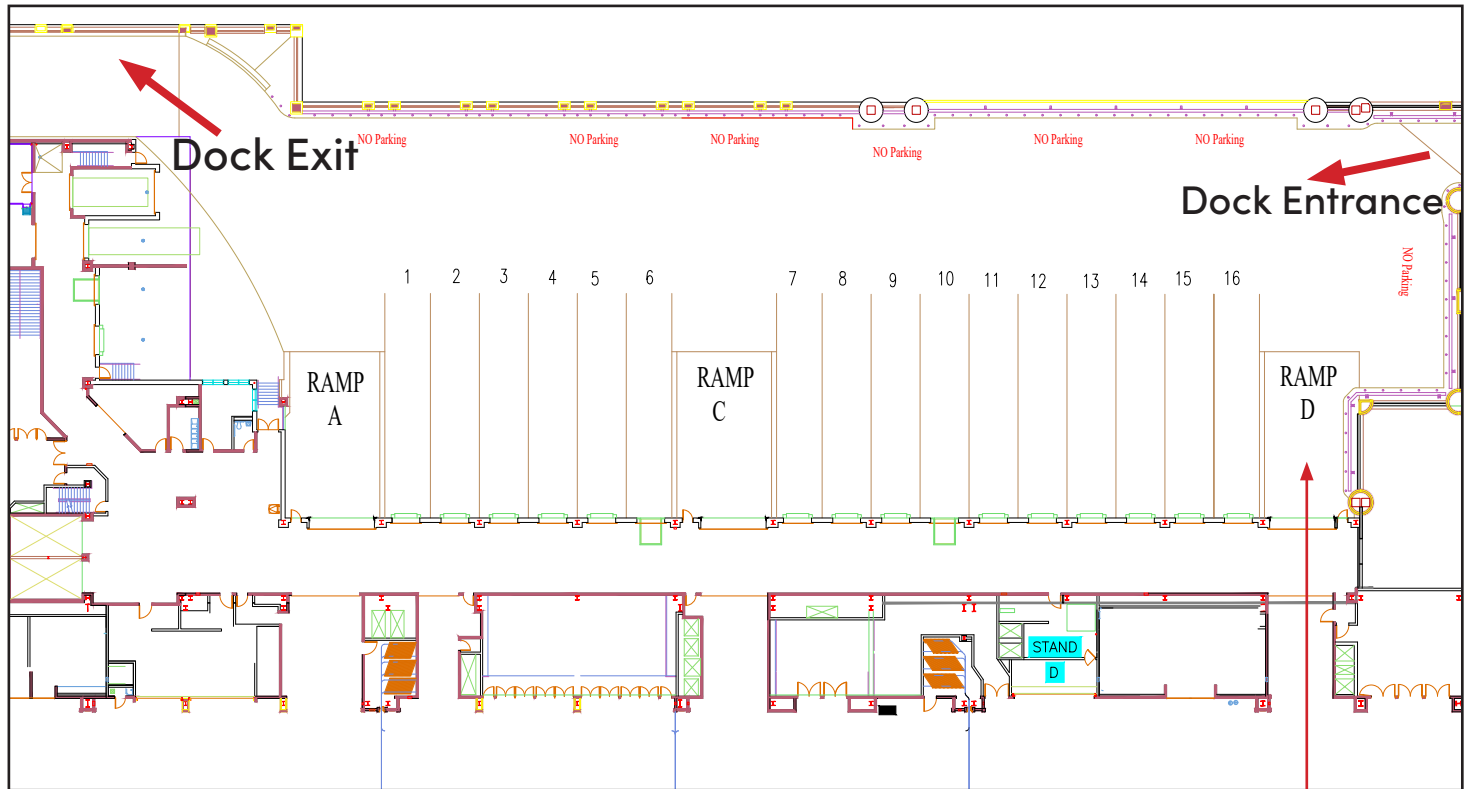
# Loading Dock Entrance Map

850 N 6th Street, Milwaukee, WI



# Loading Dock Map

850 N 6th Street, Milwaukee, WI



## **POV Key Facts:**

1. Available load in times:
  - Tuesday, April 16 from 5:00 p.m. -8:00 p.m.
  - Wednesday, April 17 from 8:00 a.m. - 10:30 a.m.
2. POV exhibitors are NOT required to check into the Marshaling Yard.
3. POV loading zone has a 30 minute limit.
4. Hand carry exhibitors only.

**Privately Owned Vehicle  
(POV) Unloading Area**

# Show Floor Map



Lead Retrieval Service Desk

Baird Center Service Desk  
Electrical, rigging, catering, etc.

GES Service Desk  
Carpet, furnishings, freight, material handling, etc.

Wisconsin Avenue