



Conference Dates: August 22-25, 2025

Expo Dates: August 23-25, 2025

Baird Center
400 W Wisconsin Ave. | Milwaukee, WI



EXHIBITOR QUICK REFERENCE GUIDE

Find all the information you need to plan for the show in this document, or navigate through by topic on the [Exhibitor Resource Center](#). Use the [Checklist](#) to stay on track with all exhibit deadlines!

EXHIBIT HALL

- The exposition is located in Halls B–E (third floor)
- View the [Floor Plan](#) to find your booth and see who is exhibiting

EXHIBITOR SCHEDULE

Exhibitor Move-in:	
Wednesday, August 20	2:00 pm – 4:30 pm
Thursday, August 21	8:30 am – 4:30 pm
Friday, August 22	8:30 am – 4:30 pm
Exposition Hours:	
Saturday, August 23	10:00 am – 5:00 pm
Sunday, August 24	8:00 am – 5:00 pm
Monday, August 25	8:00 am – 12:00 pm
Exhibitor Move-out:	
Monday, August 25	12:00 pm – 11:30 pm
Tuesday, August 26	8:00 am – 12:00 pm

WHAT'S INCLUDED WITH YOUR BOOTH?

- An allotment of complimentary exhibitor badges based on your booth size and booth location category
- Listing in the Online Exhibitor Directory, Online Floor Plan, Printed Program & Exhibition Guide, and Mobile App
- 8' High Black Back Drape (Inline/linear booths only)
- 3' High Black Side Drape (Inline/linear booths only)
- One (1) 7" x 44" Cardstock Identification Sign

WHAT'S NOT INCLUDED WITH YOUR BOOTH

- Carpet or other floor covering (**Mandatory at NGAUS 2025**)
- Furniture rental
- Electrical, internet (the building has complimentary Wi-Fi for casual browsing; dedicated internet will need to be purchased for any mission-critical activities in your booth), phone, and other utilities
- Shipping, material handling, and labor charges
- Audio-visual, lighting, floral, photography, booth cleaning, and other services
- Lead retrieval services

LARGE EQUIPMENT/MACHINERY DECLARATION

We need to know in advance if you'll be showcasing any substantial machinery or equipment in your booth at NGAUS 2025 by **June 20**. This is important for several reasons:

Logistics and Setup: Understanding the size, weight and specific needs of your equipment and machinery setup enables us to make necessary arrangements for its smooth transportation and setup within the convention center.

Booth Layout and Planning: Any on-booth equipment, machinery and displays must sit within the footprint of your booth. **The exhibit hall can support 250 pounds per square foot.** No parts of any equipment can extend beyond booth boundaries. We need to ensure your booth space will accommodate your needs.

Safety and Compliance: We prioritize the safety of all exhibitors and attendees. When we're aware of large on-booth equipment in advance, we can ensure that it complies with venue regulations and does not pose any challenges during move-in, setup or teardown.

To facilitate an efficient planning process and ensure a seamless experience for everyone involved, complete the [Declaration of Large Equipment/Machinery form](#) by **June 20** to provide detailed information regarding the dimensions, weight and any requirements of any large equipment you intend to bring to your booth.

REGISTER FOR YOUR EXHIBITOR BADGES

Each exhibiting company receives complimentary badges based on booth location and booth size.

- **Premier Location:** 2 complimentary exhibitor badges per 10 x 10 / 100 sq. ft. of space
- **C & D Location:** 1 complimentary exhibitor badge per 10 x 10 / 100 sq. ft. of space

Your booth space must be paid in full to register for the complimentary badges that come with your booth. To check the balance or make a booth space payment, please contact Lacey Morse at Lacey.Morse@ngaus.org.

The primary booth contact will receive an email from NGAUS 2025 noreply@swoogo.com with instructions and unique discount code. You may also view your registrations and make changes using the View/Modify My Registrations button in the email.

Additional badges [may be purchased](#) at the conference rate of \$200 each. If you have any registration questions or need assistance, please contact American Tradeshow Services (ATS) at questions@american-tradeshow.com or (985) 240-5511.

RULES, REGULATIONS AND LABOR JURISDICTIONS

Be sure to review the [booth display guidelines](#), [Baird Center Exhibitor Guide & Ordering Information](#), and [Terms & Conditions](#) to ensure a smooth setup experience. Also review the [labor jurisdictions](#) so that you are aware of what your staff are permitted to set-up. Exhibitors using contractors other than Shepard must complete the [Exhibitor Appointed Contractor \(EAC\) form](#) by Thursday, July 25 for all Exhibitor Appointed Contractors requiring access to the show floor during set-up or tear down.

LIABILITY INSURANCE

Exhibitors shall, at their sole cost and expense, procure and maintain Comprehensive General Liability insurance with limits not less than \$1,000,000 including Contractual Liability and Products Liability coverage and Workman's Compensation in full compliance with all laws covering the exhibitor's employees. The Certificate of Insurance (COI) must be submitted to hr.finance@ngaus.org prior to move-in. [View the sample COI here](#).

SHIPPING AND MATERIAL HANDLING INFORMATION

Booth materials can be shipped in advance to the warehouse, or direct to show site. Be sure to use the appropriate [shipping labels](#).

Shipment Type/Method	Date/Time Accepted
Shipments to Advance Warehouse	July 24 – August 13, Monday – Friday, 8:00 am – 4:00 pm
Shipments Direct to Show Site	August 20 – August 24, 8:00 am – 4:30 pm

Material Handling or Drayage includes the unloading of your shipment, transporting it to your booth, storing and returning your empty crates/cartons and reloading your shipment at the close of the show. This is a separate fee so review all [rates and information](#) in the Exhibitor Service Kit. If you wish to self-unload booth materials from your own vehicle (trailers not permitted) using the Exhibit Hall docks, [review POV instructions \(page 2\)](#). Please see [Cartload Service ordering](#).

CONNECT WITH ATTENDEES

[Online Directory Listing](#), [Mobile App](#), and [Printed Program & Exhibition Guide](#)

The Online Directory and Mobile App are THE places attendees go to see who is exhibiting at the show and learn more about their products and services. Your directory listing automatically includes company name and your booth number, and you may add a company description, website, and social media links. [Log in to the Exhibitor Dashboard](#) to update your information now! Primary Contacts have access to the Exhibitor Dashboard and will create their own password. For any Exhibitor Dashboard access issues, please contact help@mapyourshow.com. If other team members need to have access, the primary contact may add them once logged in by clicking on "Users" from the menu on the left-hand side of the page. [Click here](#) to view what's included with each listing.

Marketing Tool Kit

We have compiled a variety of tools and resources to help you realize your goals at NGAUS 2025! Find event logos, personalized email signatures, social media templates, and more in the [Marketing Tool Kit](#).

Social Media

Follow us on social and don't forget to use #NGAUS when posting about the show!

[Facebook](#) | [X](#) | [YouTube](#) | [LinkedIn](#) | [Instagram](#)

SPONSORSHIP/PARTNERSHIP OPPORTUNITIES

[View sponsorship opportunities](#) and contact Don Dunbar at tnkrdriver@msn.com or (608) 575-3885 with interest or questions.

Track Leads

Lead retrieval services are available through the registration provider, American Tradeshow Services (ATS). View the [lead retrieval flyer](#) and the [lead retrieval ordering information](#).

IMPORTANT DATES

Below is a snapshot of key dates. Stay on track by reviewing the [Exhibitor Checklist](#) for the full list of deadlines.

Date	Task/Description
July 18	Advanced Price Order Deadline for Baird Center orders (electrical, audio-visual, internet, compressed air/gas, water)
July 25	Exhibitor Appointed Contractor (EAC) notification deadline (Shepard)
July 24 – August 13	Shipments accepted at advance warehouse without a surcharge
August 1	Discount Price Deadline for standard Shepard orders
August 18	Last day for advance warehouse deliveries
August 20	First day freight can arrive at show site

OFFICIAL SERVICE PROVIDERS

Official NGAUS 2025 service providers include:

General Service Contractor: Shepard Exposition Services (Exclusive)

Labor, material handling, shipping, furniture, carpet/flooring, and booth cleaning

July 24 – Discount Price Deadline for Custom Shepard Rentals

August 1 – Discount Price Deadline for Standard Shepard Orders

Phone: (866) 366-7428

[Email](#)

[Exhibitor Service Kit - Order Online](#)

Audio-Visual Equipment: CTI (Exclusive)

July 18 – Advanced Price Deadline

Phone: (414) 908-6190

[Email](#)

[Pricing](#)

[Order Online](#) – Opens May 20

Catering: Levy Restaurants (Exclusive)

August 4 – Order Deadline

Phone: (414) 908-6154

[Email](#)

[Catering Menu](#)

[Order Online](#) – Opens May 20

Cleaning Services: Shepard Exposition Service (Exclusive)

August 1 – Discount Deadline

Phone: (866) 366-7428

[Order Online](#)

Electrical: WCD (Exclusive)

July 18 – Advanced Price Deadline

Phone: (414) 908-6190

[Email](#)

[Pricing](#)

[Order Online](#) – Opens May 20

Hotel Reservations: LamontCo (Exclusive)

Special rates are available for NGAUS exhibitors.

[Click here to book hotel rooms](#)

For requests of 10 or more rooms, please contact

NGAUShousing@lamontco.com.

[Email](#)

Internet: WCD (Exclusive)

July 18 – Advanced Price Deadline

Phone: (414) 908-6190

[Email](#)

[Pricing](#)

[Order Online](#) – Opens May 20

Lead Retrieval: American Tradeshow Services (ATS) (Exclusive)

July 18 – Discount Deadline

Phone: (985) 809-0600

[Email](#)

[Order Online](#)

Plumbing, Compressed Air, Gas: WCD (Exclusive)

July 18 – Advanced Price Deadline

Phone: (414) 908-6190

[Email](#)

[Pricing](#)

[Order Online](#) – Opens May 20

Registration: American Tradeshow Services (ATS) (Exclusive)

For booths paid in full, registration instructions and unique discount code are emailed to the primary contact from NGAUS

2025 noreply@swoogo.com.

Phone: (985) 240-5511

[Email](#)

[Register Online](#)

Rigging/Hanging Signs: WCD and CTI (Exclusive)

July 18 – Advanced Price Deadline

[Email](#) – Custom Rigging Quote

[Email](#)

[Information](#)

[Order Online](#) – Opens May 20

Security: WCD (Exclusive)

[Email](#)

EXHIBITOR WARNINGS

Please be aware of solicitations from providers not affiliated with NGAUS. If a company is not an official service provider, NGAUS cannot guarantee the legitimacy of their claims. If you are solicited by any group other than the official service providers listed above, please contact eharrison@tradeshowlogic.com

ONSITE

Networking: Review the [full schedule of events](#) and take advantage of networking opportunities.

Parking: The Baird Center Garage offers indoor parking. View parking information [here](#).

If you wish to self-unload booth materials using the Exhibit Hall docks before you park, review [POV instructions \(page 2\)](#) and [Cartload Service ordering](#).

Move-out: Be sure to review all Shepard [Move-out information](#) in the Exhibitor Service Kit.

Need help? Contact Erin Harrison at eharrison@tradeshowlogic.com