

Exhibitor On-Site Information

Welcome to Electrical Wire Processing Technology Expo 2026!

For questions regarding any of the information found on this flyer, please visit the Show Office, located in Exhibit Hall E across from registration.

All EWPT events will take place at **Baird Center–North Building** 405 W. Kilbourn Avenue, Milwaukee, WI.

Street Level Entrance The main street level entrance for EWPT is on the corner of Kilbourn Avenue and N Vel R. Phillips Avenue. Once you enter the building, take the escalator to Level 3 and proceed to Registration, located in Exhibit Hall E.

Hilton Guests Enter Baird Center through the Hilton Skywalk, located on Level 4 of the hotel. Once inside Baird Center, take the single escalator down and remain on Level 2 until you reach the Skybridge, located near the South Building escalators. Cross the skybridge to enter the North Building. After you cross the Skybridge, take the escalators on your left to Level 3 and proceed to Registration, located in Exhibit Hall E.

Hyatt Guests Enter Baird Center through the Hyatt Skywalk, located on Level 2 of the hotel. Once inside Baird Center, immediately proceed up the escalators to your left to Level 3 and proceed to Registration, located in Exhibit Hall E.

Parking: The Baird Center Garage offers indoor parking with easy access to all events at Baird Center and surrounding locations. You can purchase parking passes in advance on [Baird Center's website](#). Please utilize the Kilbourn Avenue Entrance Garage for EWPT. For additional parking areas or to search nearby available parking use the Interstate Parking App which is available on the Apple App or Google Play Stores.

Taxis, Uber & Lyft are easily accessible at Baird Center, major hotels and other downtown locations and attractions.

Avoid the Lines – Register Booth Staff in Advance of Arrival

To avoid long lines onsite, we highly recommend registering all booth staff in advance of arriving at EWPT. You can access your company's secure registration page and register your booth staff through the exhibitor resource center: [Register Now!](#)

Exhibitor Registration Hours:

Tuesday, May 5	8:00 am – 6:00 pm
Wednesday, May 6	7:00 am – 6:00 pm
Thursday, May 7	7:00 am – 2:00 pm

Exhibit Hall Hours

Wednesday, May 6	9:00 am – 5:00 pm
Thursday, May 7	9:00 am – 3:00 pm

Show Office Exhibit Hall E Lobby across from Registration

Exhibitor Service Center: End of 1500 aisle

Lost and Found: Show Office

Exhibit Hall Access

Saturday, May 2	8:00 am – 5:00 pm (Targets Only)
Sunday, May 3	9:00 am – 4:00 pm (Targets Only)
Monday, May 4	8:00 am – 5:00 pm
Tuesday, May 5	7:00 am – 6:00 pm
Wednesday, May 6	7:00 am – 7:00 pm
Thursday, May 7	7:00 am – 10:00 pm
Friday, May 8	7:00 am – 12:00 pm

If admittance to the exhibit floor is required at any other time, permission must be obtained from Show Management by completing a Special Work permit. Special Work permits can be obtained in the Show Office.

Move-In Deadline: All booths must be occupied and completely set up by 5:00 pm on Tuesday, May 5. Exceptions will be granted providing advance notification is sent to KimDiCianni@electronics.org. If notification of late move-in is not submitted in advance of move-in and space is not completely set up by 5:00pm on Tuesday, May 5, the space will be considered abandoned and Show Management will repurpose the space as they see fit.

Marshalling Yard All carriers, including privately owned vehicles (POVs) must first check-in at the [marshalling yard](#) and will be dispatched to the docks when dock space becomes available.

Privately Owned Vehicles (POVs)

<u>Allowed POVs Include:</u>	<u>Not Considered POVs:</u>
Passenger Automobiles	Trailers of any kind
Mini Vans	Step Vans
SUVs	Box Trucks
Pick-up Trucks	Full Size and Sprinter Vans

Baird Center permits self-service POV dock load in/load out-fifteen (15) minutes will be allowed for exhibitor vehicles to unload/load per vehicle. If your unload falls into the POV category and can be completed in the allotted time carts will be provided for your convenience.

Open Dock Policy: Baird Center has an "open loading dock" policy, which means, except for electrical and mechanical service connections, there are no restrictions on exhibitors' ability to load, unload, move in, move out, set up and strike their own exhibits. As safety is our main priority and to comply with Baird Center's open dock policy and the terms set forth in the show decorator's labor agreement, no more than two individuals from each exhibiting company will be allowed on the dock at any given time during move-in and move-out.

Material Handling: Shepard Exposition Services has the responsibility of receiving and handling all exhibit materials that arrives via over-the-road carriers and to manage the loading docks and for scheduling vehicles for unloading and loading to ensure a smooth and efficient move-in and move-out of the exhibition. Exhibitors may not operate or utilize any type of powered or mechanical equipment.

Empty Removal: Once your crates, boxes, skids, etc. are completely unpacked and empty, be sure to label them with "empty" as soon as you are ready for them to be removed. Crate return is not conducted in reverse order of crate pick-up, so there is no advantage to waiting until the last minute to label your empties.

Carpeting/Vacuuuming: Booth carpeting is not included with your booth space, and either carpeting or an approved floor covering is required for all booths. While carpeting is installed clean, it may collect debris during move-in. Therefore, we highly recommend ordering a protective covering (visqueen) to help maintain its cleanliness. If you are working with an Exhibitor Appointed Contractor (EAC) and they apply visqueen during move-in, it is the EAC's responsibility to remove the visqueen prior to the show opening.

Internet Access: The Baird Center offers free wireless internet service throughout the facility which is intended for casual users. If you are relying on the internet to showcase your products or services, it is recommended a wired internet connection be ordered for guaranteed connections. Internet service can be ordered through the Baird Center online store which is accessible in the exhibitor service manual.

Alcoholic Beverages Are *not* allowed in the exhibit hall at any time, during move-in, or move-out.

Food Outlets

Hall D Concession:

- Monday, May 4 & Tuesday, May 5 | 11:00am - 2:00pm (Exhibitors Only)
- Wednesday, May 6 & Thursday, May 7 | 11:00am - 3:00pm

Food Tents Located at the end of aisle 100 in Hall D

- Wednesday, May 6 & Thursday, May 7 | 11:00am - 3:00pm

The Lounge MKE Market located on the N100 street level near the Kilbourn Street entrance is an option for quick grab-to-go items including soft drinks and coffee.

Sensory Rooms Baird Center sensory rooms were specially designed to create a safe, comfortable and controlled environment for people who are feeling over stimulated and need to decompress. These therapeutic spaces are located on the 200 level and rooftop level of the North Building.

Code of Conduct We believe our community should be truly open to everyone. As such, we are committed to providing a friendly, safe, and welcoming environment for all and as such, all event participants are expected to follow our [code of conduct](#) to ensure a positive experience for everyone.

Emergency Situations: In the event of a serious emergency (Fire, Police, Medical), please use a house phone to contact Baird Center Public Safety to report the location and type of emergency. The public safety officer will follow up with the appropriate emergency services agency. For medical emergencies, please stay with the individual until help arrives.

Security: Although the facility provides 24-hour security coverage for the building, each exhibitor is responsible for the security of their belongings within their booth. **Please do not leave items of value in your booth unattended.**

Lottery Draw for 2027 Booth Selection: Exhibitors are invited to draw their lottery number for EWPT 2027 Initial Booth Space Selection. Lottery numbers will be drawn by random selection in the Show Office. Booth space selection will not take place on-site

Move-Out: A Move-Out Bulletin will be distributed to each booth on Thursday morning and will include complete move-out instructions. No material may be dismantled, packed, loaded, or removed prior to 3:00 pm on Thursday, May 7.

Utilities: All Utilities will be turned off shortly after the show closes at 3:00 pm on Thursday, May 7. If services are required past this time, arrangements must be made in advance at the Exhibitor Service Center.

Exclusive Events for Exhibitors

Brats & Beer

Tuesday, May 5 | 5:00 pm-6:00 pm | Exhibit Hall Lobby
Sponsored by ASSEMBLY Magazine

Exhibitor Breakfast

Wednesday, May 6 | 7:00 am-8:00 am | Exhibit Hall Lounge
Sponsored by the Baird Center, WHMA/Global Electronics Association and Wire & Cable Technology International

Suitcasing Policy: WHMA/Global Electronics Association does not permit solicitation from non-exhibiting companies. Any individual observed participating in activities to solicit or sell products to event attendees or exhibitors without having a booth at the event will be asked to leave immediately. Please report suitcasing activities to the WHMA/Global Electronics Association Show Office.

Download the Official Show App - For the most up-to-date event information – **Available for both IOS and Android users!**

