

2025 Milwaukee National College Fair - Quick Facts

Important Schedule Information

Ordering Deadlines

Discount Price Deadline: 8/23/2025

Preshow Order Closing Date: 9/9/2025

Booth Package

The items below come with your registration for the event and will be automatically placed in your booth.

A standard 10 X 10 booth space will include:

Blue and White Back Drape and Side Drape

(1) 6' skirted table

(2) chairs

(1) wastebasket

(1) Identification Sign

Is the Facility Carpeted? No

Event Schedule

Type	Date	Start Time	End Time
Exhibitor Move-In	9/13/2025	2:00 pm	5:00 pm
Exhibitor Move-In	9/14/2025	9:00 am	10:30 am
Show Date	9/14/2025	11:00 am	2:00 pm
Exhibitor Move- Out	9/14/2025	2:00 am	11:59 pm

Standard/Overtime/Double Time Information

Straight Time: 8:00AM to 4:30PM (Mon-Fri)
Overtime: 4:30PM to 8:00AM (Mon-Fri); All day
Saturday
Double Time: All day Sunday and Holidays

Note: Overtime and double-time rates may apply based on
schedule and venue policies.

Inbound Shipping Information

Advance Shipments

Direct Shipments

Valley Rockford 4950 American Road Rockford, Illinois 61109	WI State Fair Park Hall a 640 S 84th Street West Allis, WI 53214
First Day Advance Freight Accepted: 8/11/2025	Direct Freight Receiving Date & Time: Saturday, 9/13/2025 , 2:00pm- 5:00pm
Last Day for Advance Shipments: 9/10/2025	2nd Direct Freight Receiving Date & Time: Sunday, 9/14,2025 , 9:00am- 10:30am

Receiving Dates

Shipments received outside the date range or
without required event details may incur
surcharges.

Outbound Shipping Information

Outbound Pick Up Address:

WI State Fair Park
Hall a
640 S 84th Street
West Allis, WI 53214

Carrier Check In Date & Time:

Sep 14, 2025 3:00:00 PM

Material Handling

ALL shipments recieved at the advance
warehouse and/or directly to show site will incur a
material handling fee from Valley. For additional
information and to place your order before you

ship, please refer to the material handling tab under "See All Departments"

Exhibitor Supervised Labor and Forklift Service

Exhibitor must check in at the Valley Service Desk to request their labor personal and/or forklift operator when ready for service. Requested start times cannot be guaranteed, however, every effort is made to meet all requests. Valley reserves the right to dispatch all labor calls based upon availability of labor personal and/or forklift crews and in the order that the requests are confirmed. Upon completion of work, exhibitors must return to the Valley Service Desk to sign the completed work ticket and confirm accuracy of the work order. Failure to request labor personal and/or forklift service at the Valley Service Desk will result in a one (1) hour per man no show charge.

Outbound Bill of Lading & Carrier Notification

All outbound shipments require a completed Valley Bill of Lading. You can retrieve your Valley Bill of Lading from the service desk at the show site. Once you have completed your Valley Bill of Lading, packaged and labeled your shipment, leave your shipment in your booth and return the completed Bill of Lading to the Valley Service Desk. Turning in your Bill of Lading indicates to Valley that your shipment is ready to be loaded. It is the responsibility of each exhibitor to arrange for transportation of booth materials after the event if you are using a carrier beside the official show carrier. Exhibitors must schedule pick ups directly with their chosen carrier as well as provide carrier specific shipping labels, if required by your carrier, for pick up. Our Exhibitor Services Representatives, at the Valley Service Desk, are available during move out to assist you in arranging shipping through the official show carrier.

Payment and Cancellation Policies

A credit card on file is required when ordering from Valley. Any additional charges incurred for equipment and/or services will be billed to the card on file. All charges must be paid prior to close of show. For your convenience, we accept all major credit cards as well as cash, checks, ACH and wire transfers. When paying by wire transfer a 3% surcharge will apply. Orders cancelled prior 15 + days from move in will be charged 50% of the original price. Orders

cancelled less than 15 days out from move in will
be charged 100% of the original price.
