



## Exhibitor Information Packet

Everything exhibitors need to know about exhibiting at the nation's largest and longest running energy education event.

**June 26-28, 2020**  
**Custer, Wisconsin**

**Energy Fair Manager:**

Jordan Pupols

Events Manager

Office: 715-592-6595 ext. 115

[jordanp@midwestrenew.org](mailto:jordanp@midwestrenew.org)



midwest renewable  
energy association  
7558 deer road, custer, wi 54423  
[www.midwestrenew.org](http://www.midwestrenew.org)

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# General Energy Fair Information

## Important Dates & Times

### Exhibitor Staffing Dates and Hours

Thursday, June 25 (Exhibitor check-in and setup only)	9:00 a.m. – 6:00 p.m.
Friday, June 26	9:00 a.m. – 6:00 p.m.
Saturday, June 27	9:00 a.m. – 6:00 p.m.
<b>Sunday, June 28</b>	<b>9:00 a.m. – 4:00 p.m.*</b>

### Fair Dates and Hours

June 26-28, 2020

Friday, June 26	9:00 a.m. – 11:00 p.m.
Saturday, June 27	9:00 a.m. – 11:00 p.m.
<b>Sunday, June 28</b>	<b>9:00 a.m. – 4:00 p.m.*</b>

*\*New in 2020: two-day and three-day exhibit options*

## Important Addresses

### Exhibitor Check-in

7558 Deer Road  
Custer, WI 54423  
\*Look for Roman Pliska Lane once on Deer Road

### Shipping Address

Label should read:  
Your Company Name, booth number, # of boxes  
c/o The Energy Fair  
MREA  
7558 Deer Rd.  
Custer, WI 54423

### Back 40 Campground

1215 County Road QQ  
Custer, WI 54423

## Exhibitor Criteria

All exhibitors must work directly with issues relating to renewable energy, energy efficiency, sustainable living, or environmental conservation. The Midwest Renewable Energy Association (MREA) Board of Directors reserves the right to accept or reject any booths and/or advertisements.

## Payment

Once a registration form or exhibitor request has been submitted, at least a 50% non-refundable deposit must be submitted within 10 days. If paying by check, please postmark your check within 10 days of registration.

NEW: Full payment MUST be received by February 14, 2020 to receive the early bird rate. If payment has not been received, balance due will be updated to the regular rate. **No exceptions will be made.**

NEW: Any exhibitor who has not paid by Thursday, June 20, 2020 will not be allowed to setup their display.

## Insurance

Exhibitors need to provide a Certificate of Insurance giving proof of liability insurance. \$1 million liability insurance is suggested. Please name MREA as the certificate holder. MREA assumes no responsibility for any accident, injury, or mishap which may occur with exhibitors, their employees, and/or customers.

Please send your certificate by mail or email to Amiee Wetmore at [amieew@midwestrenew.org](mailto:amieew@midwestrenew.org) or to the address below:

MREA, Attn: Amiee Wetmore  
7558 Deer Road  
Custer, WI 54423

## Booth Information

Both inside and outside booths measure 10'x 10' and include one 8' table and two chairs. You may purchase additional tables and chairs through the MREA. Any booth that will necessitate drilling into the ground will need the approval of Energy Fair Staff.

**\*New in 2020: two-day and three-day exhibit options.** Both inside and outside booths have two-day or three-day exhibiting options. The pricing is the same, please see 'Takedown' section for details on a Saturday night departure.

### Indoor Booths

All inside booth flooring will be comprised of lawn. Indoor spaces will be under 80' x 100' tents – Exhibit Tents A and B. Each tent will be enclosed on two sides by tent walls. The exhibit area will be closed and secured at 6:00 p.m. each night of The Energy Fair. There will be security on the premises 24-hours a day throughout The Energy Fair. Inner spaces may be no taller than 10.' **Spaces along tent periphery have a limit of 8' due to tent roof height.**

### Outdoor Booths:

Outdoor booth spaces do not include shelter. Exhibitors may rent or construct their own shelter (must be frame tents only and must fit within 10' x 10' exhibit area). There are no vertical limits for outdoor booths.

MREA Preferred Tent Rental Company Per Exclusivity Agreement:

Charnecke Tents 715-341-6886

**\* Exhibitors must notify MREA if Charnecke will be setting up a tent in your exhibit area.**

## Setup

Setup begins at 9:00 a.m. on Thursday, June 25. All booths must be setup by 6:00 p.m. on Thursday, June 25 unless another time has been arranged with MREA staff. *All exhibitors must report to MREA exhibitor check-in to verify space assignments and pick up exhibitor badges prior to booth setup.* Please refer to The Energy Fair Exhibitor Setup Map (sent at a later date) for traffic flow instructions.

During setup vehicles can pull into the exhibit area to promptly unload. Vehicles must then be moved to the parking lot. **In order to avoid congestion please move vehicles as soon as possible.** No vehicles will be permitted in the display area after 6:00 p.m. on Thursday, June 25. After 6:00 p.m. your check-in materials will be moved to Will-Call on the East end of the fairgrounds by the fair entrance.

If your booth needs to be re-stocked throughout The Energy Fair vehicles may be within the display area only from **7:00 a.m. to 8:45 a.m.** each day.

Please ensure that your displays are safe, sturdy, and do not encroach on your neighbors' space. MREA reserves the right to request removal of any displays or structures deemed unsafe, or that are encroaching into another vendor's booth.

## Parking for Exhibitors

Exhibitors are **not** allowed to park their trailers and/or vehicles in the main parking spaces during The Energy Fair. There is a designated long vehicle and trailer parking area at the far East side of the parking lot. Exhibitors that do not comply will run the risk of having their vehicles towed to the correct area without notice.

Exhibitors must park in the general parking lot at all times unless setting up or taking down their booth(s) during the times listed above. If your booth needs additional materials during The Energy Fair, a staff member or volunteer may help haul materials via wagon or golf cart.

## Takedown

### Two-Day Exhibitors

Exhibits may be removed after 7:30 p.m. on Saturday June 27. No exhibitor can start dismantling his or her display before 6:00 p.m. Exhibits must be removed from the fairgrounds by 10:00 p.m., so the grounds can be secured for the night. Any articles or materials not removed from the grounds will be disposed of by the MREA. The exhibitor will be billed for all disposal costs.

### Three-Day Exhibitors

Exhibits may be removed after 4:00 p.m. on Sunday, June 28. No exhibitor can start dismantling his or her display before 4:00 p.m. All exhibits must be removed from the fairgrounds by 9:00 a.m., Monday, June 29. Any articles or materials not removed from the grounds by 9:01 a.m. will be disposed of by the MREA. The exhibitor will be billed for all disposal costs.

## Electricity

All electricity needs to be ordered in advance through the MREA. There is a \$50 charge per unit of access (300 watts). Exhibitors must supply their own extension cords (must be of the three-wire #14 ground, hard-usage type). No 2-wire extension wiring will be allowed. There is a limited number of booth spaces with electricity available. If you need electricity, please be sure that you indicated your electrical needs on your exhibitor application. If you did not indicate electrical needs on your application, please contact the MREA office at 715-592-6595 to order.

**Electricity purchased after June 23<sup>rd</sup> will have a charge of \$75.**

## Shipping to The Energy Fair

Materials shipped to The Energy Fair **MAY NOT** arrive before Tuesday, June 16. Please make sure each box is marked with your company name, booth number and total number of boxes (example: 1 of 5, 2 of 5 etc.)

### Shipments should be sent to:

Your Company Name, booth number, # of boxes  
c/o The Energy Fair  
MREA  
7558 Deer Rd.  
Custer, WI 54423

## Shipping from The Energy Fair

YOU must make arrangements with the shipper. Please label all boxes (include your business name, contact person for the shipment, and complete shipping address). Package each box for the shipment. If it isn't packed the shipper may not take the item. If you can carry your shipment, please move it to the white tent (southwest workshop tent) upon leaving The Energy Fair. If you need forklift service, leave your package at your booth and notify a staff member that your package is ready for moving to the shipment tent.

**Please let your shipper know that the pickup must occur on:  
Monday, June 29 between 9:00 a.m. and 2:00 p.m.**

Exhibitors will be billed for storage costs for packages left after June 29.

## Exhibitor Badges

Each exhibitor will receive complimentary exhibitor badges. Quantity is based on exhibit level:

Artisan: 2

Non-Profit: 2

Cottage Industry: 4

Manufacturer/Distributor: 4

Badges give access to the Thursday evening Networking Dinner and to The Energy Fair each day. Additional badges are available for purchase for \$35 each, contact the MREA office at 715-592-6595 to order. Badges may also be purchased at The Front Gate. In the event that a new staff person needs to pick up their badge for their shift, you will be responsible for getting the extra badge to the Will Call tent near the front entrance for the new staff person to pick up. Badges not in use may stay at Will Call throughout the weekend for new arrival pick up. **If this is not done, we will not allow new staff to enter The Fair without an exhibitor badge.**

## Internet

Internet access is currently being evaluated; access details will be available closer to the event.

## Refunds

A 50% refund will be issued to an exhibitor if a written cancellation request is submitted to the MREA by March 15, 2020. Refunds will not be issued after that date. No exceptions or credits will be made. Those who register after this date will have 10 business days after they receive their confirmation to cancel and still receive a 50% refund. No exceptions will be made.

## Multilevel Marketing

Multilevel marketing recruitment practices are not allowed at The Energy Fair. A multilevel marketer is one that recruits other dealers to sell their product. Recruiting other dealers is not allowed at The Energy Fair; selling of product is allowed.

## Biomass Fired Demonstrations

All indoor biomass-fired space heating devices must meet Phase II EPA emissions standards in order to be displayed or sold at The Energy Fair. Phase II limits are 4.1 grams/hour for appliances with catalytic combustors, and 7.5 grams/hour for appliances without catalytic combustors. Independent testing results must be provided for each device for it to be demonstrated or displayed at The Energy Fair.

All outdoor wood fired boilers must meet EPA Phase II White Tag Emission Standards.

Burning for demonstration purposes may be allowed at The Energy Fair per approval from the Town of Stockton Fire Chief. If interested, please contact Jordan at [jordanp@midwestrenew.org](mailto:jordanp@midwestrenew.org).

## Music

No copyrighted recorded or live music may be played aloud during this event unless it is approved by BMI. To see if the music you'd like to play is covered by BMI search their repertoire at <http://repertoire.bmi.com/StartPage.aspx>. However, music can be played if it is original, licensed to you (the performer), or unlicensed.

## Noise Policy

Sound devices are subject to approval of the MREA and if allowed, must be controlled so as not to interfere with other exhibitors or workshop presentations. The privilege for use of such sound devices may be revoked at any time by fair management. The Energy Fair does not allow exhibitors to run engines or make noise in their exhibit booths that will interfere with other exhibitors.

## Clean Transportation Show Booths

The booths numbered (#T1-T7) are reserved for exhibitors relating directly with transportation and/or alternative fuels.

## Artisan Market Booths

The booths marked in (#M1-M16) are reserved for exhibitors who have two or fewer employees, including the owner, and create, make, or grow the products they sell.

## Event Security

The Energy Fair will provide overnight security. However, to maintain a secure event and protect exhibitor merchandise, NO EXHIBITORS will be let into any exhibit area before official move-in times or allowed to stay in the exhibit area after The Energy Fair closes on Friday or Saturday.

Please note: EXHIBITORS ARE RESPONSIBLE FOR THE SECURITY OF ITEMS IN THEIR EXHIBIT BOOTHS.

## Networking Dinner for Exhibitors

There will be a Networking Dinner held on Thursday, June 25 at 6:30 p.m. open to exhibitors. Please be sure to wear your exhibitor badge to the event, as you will not be allowed in without it. If you have additional employees that would like to attend, you may purchase tickets at the event or in advance on the vendor application. If you would like to purchase tickets but did not indicate as such on your vendor application, please contact the Custer office at 715-592-6595.

## Rainbows End Children's Area

This area is NOT a daycare. An adult must accompany children at all times. This area will be closely monitored so that children are not left unattended.

## Waste

### Waste Reduction

**Exhibitors are responsible for leaving their booth space clean and free of trash or other materials. Booths will be inspected after move out is complete. If the booth is not clean and free of materials, with the exception of freight packaged and labeled for shipment, fines will be imposed.**

### Waste Not, Want Not

We encourage exhibitors to evaluate what they bring to the event based on if it is recyclable, reusable, or waste. Your effort to minimize waste out in booth will assist overall in our goals for 'minimum

footprint exhibiting.’ There will be a storage area on-site where exhibitors can store their cardboard and packing materials during The Fair for reuse when packing up their booths. Cardboard and packaging materials should be clearly labeled with booth numbers, company names, and contact information. The location of this area will be determined by move in day. Please also note that The Energy Fair does not allow exhibitors to hand out plastic promotional bags.

## Waste Stations – What Goes Where?

Waste Stations will be setup throughout The Energy Fair for: compost, mixed recycling, and garbage/landfill. There is a dumpster for flattened cardboard located onsite as well.

### Compost

Energy Fair compost is defined as all food scraps from food vendors or any food you bring into the event (except meat and dairy). All food and service ware dispensed at the event must be biodegradable and should go in the compost. Napkins and food soiled paper should go in the compost as well.

### Recyclable Materials and Paper Items

Containers (bottles and cans)	Paper bags/packages
Glass jars and bottles	Newspapers
Tin/steel cans	Junk mail
Plastic bottles (1 and 2)	Magazines & catalogs
Aluminum cans	Office & other paper
Flattened cardboard f	Wood boxes

## Kennels/Dogs

Dogs are **not** allowed on the fairgrounds, in the parking lot, or in the campgrounds. Dogs and/or any other animal found in any of these areas will be reported to staff and may be removed by the authorities. For a small fee you can keep your pet safe and comfortable at one of the following kennels:

Wag Inn Kennels (Custer, close to Energy Fair)	715-592-4972
<a href="#">Country Paws Bed &amp; Biscuit</a> (Stevens Point)	715-544-4448
<a href="#">Pawsitively Unleashed!</a> (Custer)	715-347-3294
<a href="#">The Barking Lot</a> (Stevens Point)	715-341-9322
<a href="#">Camp Bandy Pet Resort</a> (Amherst Jct.)	715-824-3900
<a href="#">Muckamoor Boarding Kennel</a> (Plover)	715-344-8533

## Travel and Accommodations

### Hotel Shuttle

MREA will be providing a shuttle to and from The Energy Fair and Stevens Point. Locations are to be announced. Exact times of each shuttle will be published online as soon as they are available.

### Air Transportation

The nearest airports to the ReNew the Earth Institute in Custer, WI:

Central WI (CWA)	40 miles	Milwaukee WI (MKE)	150 miles
Appleton WI (ATW)	60 miles	Minneapolis MN (MSP)	230 miles
Madison WI (MSN)	125 miles	Chicago O’Hare IL (ORD)	240 miles



## Ground Transportation

Taxi service from Central Wisconsin Airport is provided by:

Courtesy Cab	715-342-8863
Checker Yellow Cab	715-344-2765
Plover Taxi	715-342-1313

Taxi service from Appleton Airport to Custer, WI is provided by:

Fox Valley Cab Inc	920-734-4545
Community Cab	920-788-4645

Car rental is available at the major airports listed above.

## Hotels/Motels

### Stevens Point

(within 8 miles of the ReNew the Earth Institute)

Blue Top Motel	866-344-3434
Comfort Suites	715-341-6000
Country Inn and Suites	715-345-7000
EconoLodge Inn & Suites	715-341-5110
Fairfield Inn & Suites	715-342-9300
Holiday Inn & Convention Center	715-344-0200
Holiday Inn Express	715-344-0000
La Quinta Inn	715-344-1900
Point Motel	715-344-8312
Days Inn & Suites	715-341-9090

### Plover

(within 13 miles of the ReNew the Earth Institute)

AmerInn Motel	715-342-1244
Best Western Hotel & Conference Center	715-544-6200
Comfort Inn	715-342-0400
Elizabeth Inn	715-341-4414
Hampton Inn	715-295-9900

### Amherst/Waupaca/Iola

(within 25 miles of the ReNew the Earth Institute)

Amherst Riverdance Cabin	715-824-7151
River Ridge Cabin, Amherst	715-824-5673
Tomorrow River Motel, Amherst	715-824-3113
Best Western Grand Seasons, Waupaca	715-258-9212
Comfort Suites, Waupaca	715-942-0500
Norseman House Motel, Iola	715-445-3300

## Bed & Breakfasts

Amherst Inn, Amherst	715-824-2326
Appletree Lane, Waupaca	715-258-3107
Artha Sustainable Living Center, Amherst	715-824-3463
Crystal River Inn, Waupaca	715-258-5333
Dreams of Yesteryear, Stevens Point	715-341-4525

Ferg's Bavarian Village, Manawa	920-596-2946
Green Fountain Inn, Waupaca	715-258-5171
Lindsay House, Manawa	920-596-3643
Walker's Barn, Waupaca	715-258-5235
Victorian Swan, Stevens Point	715-345-0595



Accommodations in green are Travel Green Certified

## Area Camping Information

MREA Back 40 Camping: \$20/night per tent or RV	715-592-6595
Hartman Creek State Park, Waupaca	715-258-2372
Iola Pines Campground, Iola	715-445-3489
Portage County Parks (Emily, Jordan)	715-346-1433
Ridgewood Campground, Plover	715-344-8750
Rivers Edge Campground, Stevens Point	715-344-8058
Rustic Woods Campground, Waupaca	715-258-2442
Waupaca Camping Park, Waupaca	715-258-8010
Wild West Camp, Amherst	715-824-5112

## Rules and Regulations for The 2020 Energy Fair

- A. Once a registration form has been submitted, at least a 50% non-refundable deposit must be submitted within 10 days. If paying by check, please postmark your check within 10 days of registration. Failure to pay or postmark within ten days will result in the cancellation of your registration.
- B. **Payment MUST be received by February 15, 2020 to receive the early bird rate. If payment has not been received, balance due will be updated to the regular rate.**
- C. **Any exhibitor who has not paid in full by Thursday, June 25, 2020 will not be allowed to setup their display.**
- D. Cancellations: Exhibitors must notify Energy Fair management in writing by March 15, 2020 in order to receive a 50% refund. All cancellations received after this date will not receive a refund. Those who register after this date will have 10 business days after they receive their confirmation to cancel and still receive a 50% refund. No exceptions will be made.
- E. No refunds will be given to no-show exhibitors.
- F. All non-profit registrations received will need to include a 501(c)(3) number. If this is not provided your organization will not qualify for the non-profit rate. There will be no exceptions to this rule.
- G. It is mutually understood and agreed that any changes to the terms of this contract are not valid unless they are made in writing and signed by both parties.
- H. NO pets are allowed anywhere on the parking areas, fairgrounds, or campground. Fair management has the right to contact the Portage County animal control office to have animals removed from any area of The Energy Fair.
- I. **All three-day exhibitors will be required to keep their booths open from 9:00 a.m. to 6:00 p.m. Friday and Saturday, and 9:00 a.m. to 4:00 p.m. Sunday. If Energy Fair management notices any exhibitor has left before these times, this exhibitor may not be invited to setup at future Energy**

Fairs. All **two-day exhibitors** will be required to keep their booths open from 9:00 a.m. to 6:00 p.m. Friday and Saturday. If Energy Fair management notices any exhibitor has left before these times, this exhibitor may not be invited to setup at future Energy Fairs.

- J. Exhibitors must have at least one person at their exhibit at all times while the Fair is open to the public.
- K. Exhibits must be confined to the exhibitor's assigned space and in NO case may extend to any other part of the grounds.
- L. Exhibitors must keep their exhibit space neat and clean, taking every precaution against possible injury to visitors, guests, or employees.
- M. Each exhibitor is responsible for the cleanup of his or her exhibit area. If this is not done, clean up charges will be imposed.
- N. All packaging material used to ship your products will have a designated storage area at the fairgrounds so that you can re-use the packaging material when shipping back your product. Please utilize this option. The location of this area will be provided later. Please label all packaging that you wish to reclaim. Packaging that is not labeled is available for all exhibitors to use. If your packaging material is not salvageable after shipment is received at The Energy Fair, please take this material to the recycling/garbage/cardboard area.
- O. Sharing exhibit space with another company is not permitted, violators will be asked to leave the fairgrounds.
- P. If an exhibitor is setup in the wrong space, he or she agrees to move to the correct location at his or her own expense and without protest. Further, he or she agrees to pay any contracted parties for the transfer of any installed equipment or tent, unless the contractor failed to follow his or her instructions.
- Q. Sound devices are subject to approval of the MREA and if allowed, must be controlled so as not to interfere with other exhibitors or workshop presentations. The privilege for use of such sound devices may be revoked at any time by fair management. The Energy Fair does not allow exhibitors to run engines or make noise in their exhibit booths that will interfere with other exhibitors.
- R. Neither the MREA nor any officers, board members and/or staff members will be responsible for the safety of the property of exhibitors from theft, damages by fire, water, storm, vandalism, or other causes, but will take responsible precautions to protect the exhibitors from such loss.
- S. If liability or property damage insurance is desired, the exhibitor should obtain it. MREA strongly recommends that, in addition to other insurance, exhibitors obtain public liability insurance to protect against possible claims arising out of the exhibit and The Energy Fair.
- T. Halogen lighting usage for exhibit booths is not permitted at The Energy Fair.
- U. Plastic bags may NOT be given out as promotional items.
- V. Smoking is prohibited in booths, workshop tents, and buildings.
- W. Exhibitors may not park in The Energy Fair parking area near the Entrance Gate unless a handicapped window tag is displayed in the vehicle; there is a designated public parking area for all exhibitor vehicles. Exhibitors that do not follow this requirement may run the risk of having their vehicle towed to the appropriate parking area. This rule is non-negotiable.
- X. The decision of the MREA Executive Director or his representative(s), in their official capacities, must be accepted as final in any disagreement.
- Y. The MREA reserves the right to refuse, stop, relocate, or remove from The Energy Fair any exhibitor or their representative and/or exhibit, performing any act or practice which, in the opinion of MREA, is illegal, objectionable, interferes with the performance of other exhibitors, creates a health, safety, or fire hazard, or violates any rules stated herein.
- Z. All exhibitors are expected to conduct themselves in a professional manner and according to the rules of this agreement. Any unruly conduct, refusal to follow rules, or use of foul language to

Energy Fair patrons or personnel will be considered grounds for expulsion from the event. Such exhibitors will not be invited to return to subsequent holdings of this event.

- AA. The MREA provides an opportunity for both exhibitors and the public to benefit from the purpose of The Energy Fair. It is our policy to protect the environment and respect all participants in this event. We must insist that exhibitors provide the same protection for the environment and respect for all participants including fellow exhibitors. MREA retains the right to remove any exhibitor and his or her exhibit from the event if the exhibitor does not comply with all written rules and regulations as stated above.
- BB. Exhibitors shall comply with those laws, rules and regulations and codes of the state of Wisconsin, Portage County, and of the MREA.