



MAX Exhibitor Policies 2026

As a condition precedent for participation in the Midwest Arts XPO (MAX), all exhibitor registrants agree to and accept the terms and conditions of the 2026 General Policies. Exhibitors will review and accept the General Policies at time of registration. Exhibitor further accepts and agrees to the Exhibitor Policies.

Exhibitors who are not in compliance with the General Policies and/or Exhibitor Policies, including display and set-up guidelines, and do not comply when asked to do so by MAX Representatives, may be removed from the 2026 Midwest Arts XPO, at Midwest Arts XPO's sole discretion, and may be excluded from future Midwest Arts XPOs.

Exhibit Hall Guidelines

Exhibitor booth purchase is non-transferable. Exhibitors are limited to purchase of no more than two (2) booth spaces.

Exhibit Hall Display and Set-up

All signs, banners, and other promotional materials or display items must:

- Not interfere with or obstruct other exhibit spaces.
- Be no taller than 8 feet from the floor and adhere to the guidelines set forth for the specific exhibit space package purchased.
- Be placed within the interior of your assigned exhibit space and not be displayed, distributed, or handed out in any other location nor affixed to the exterior draping, facility's walls, ceilings, floors, columns, or any other surface.

Exhibitors may not remove or move their booth side railings unless they are located on a corner aisle or have written consent from the neighboring booth and approval from a MAX Representative.

Aisles and lounge spaces within the Exhibit Hall may not be incorporated as part of an exhibit space.

Exhibitors may not block emergency equipment of any kind (such as manual fire alarm stations, pull stations, fire boxes, call points, fire extinguishers, AEDs, first aid kits, etc.) in or near their exhibit spaces.

Connection Lounge Space - This space is not a traditional booth meeting space or open access common area in the Exhibit Hall. Connection Lounge access is reserved for conference registrants

paying a daily fee for use of this space for meetings. Connection Lounge space can only be secured through the attendee registration process, NOT through the exhibitor booth purchase system. Each Connection Lounge space purchased comes with one standard round table and four chairs. No additional furnishings may be brought into the Connection Lounge area.

As the Connection Lounge is a shared space, only small tabletop displays that do not distract or obstruct others in the Connection Lounge are permitted. NO floor-supported pop-up banners/displays are permitted in this area. No electrical service is available.

2026 Exhibit Hall Open Hours

Wednesday, September 23, 2026 1:15pm - 5:15pm

Thursday, September 24, 2026 1:15pm - 5:15pm

Friday, September 25, 2026 10:30am - 12:00pm & 1:15pm - 3:00pm

- Exhibitors will be allowed to enter the Exhibit Hall 15 minutes prior to posted Exhibit Hall open hours.

Promotion and Performance

While conducting business in your exhibit space, throughout the entire Midwest Arts XPO venues and in offsite locations for Opening and Closing Events, exhibitors and artists are expected to:

- Be in street/business clothes, not costumes or attire representing a persona, character, or performance.
- Refrain from presenting any kind of character portrayal, costumed model, or live performances outside of formally established performance spaces.
- Distribute flyers only from within your exhibit space, upon designated information tables, or from inside formally rented showcase spaces. Strolling distribution of material or showcase advertisement is prohibited.
- Refrain from distributing or affixing materials (such as showcase flyers, postcards, or marketing materials) in hotel common areas. This is strictly prohibited.
- Refrain from promoting artists, services, or products that are not on their roster or within their established product or service line.

Audio and Visual Equipment

Audio/visual equipment used for demonstration/playback purposes must be equipped with headphones and positioned within the exhibit booth space such that listeners or viewers do not obstruct aisles or other booths.

No exhibitor may display more than two monitors or screens.

Safety and Prohibited items

The use, display, or storage of compressed gases, flammable liquids, or dangerous chemicals is prohibited. Candles and open flame devices are not permitted within any of the Midwest Arts XPO venues.

The use of helium balloons is not recommended and requires prior written approval by a MAX Representative.

All curtains, drapes, decorations, and decorative or constructive materials must be non-combustible or flame retardant. Documentation affirming non-combustible and/or flame-retardant properties must be available on site and able to be produced on demand by a MAX Representative or conference location staff.

Empty crates, boxes, or storage containers may not be stored in any public area or location that would block an aisle or other booth.

Any additional activities within your exhibit space, including drawings, giveaways, and interactive activities, must be reviewed and approved by a MAX Representative at least two weeks prior to the start of the XPO. Approval is not guaranteed.

Food and Beverage

Wisconsin Center District retains the exclusive right to provide and control all food and beverage services in the building. Outside food is not allowed to be brought into The Baird Center or any Wisconsin Center District facility.

Decorator and Exhibitor Services

Exhibitor agrees to contract any exclusive services, such as furnishings, utilities, and labor, through the MAX designated decorator or Wisconsin Center District.

Agency Registrants

Exhibitor Registration includes full business privileges. An agency registrant may not stake claim to a specific location or set up any display or promotional materials anywhere in the Exhibit Hall or XPO facilities outside of their XPO booth. Although meetings with presenters may be convened in an Exhibit Hall lounge, agency registrants may not solicit presenters in the Exhibit Hall.

Agencies doing business at MAX or within any XPO facilities must be registered and purchase booth space or Connection Lounge space within the Exhibit Hall.

“Suitcasing” is against ethical guidelines.

Suitcasing

Agencies or artists who attend the conference with the intent to do business and not purchase

space in the Exhibit Hall but hold meetings in locations outside the Exhibit Hall is considered “Suitcasing.” It is an unethical business practice. MAX provides a variety of meeting space options in the Exhibit Hall. Agencies or Artists doing business at MAX or within any XPO facilities must be registered and purchase booth or Connection Lounge space within the Exhibit Hall.

NAPAMA

Midwest Arts XPO adheres to the ethical guidelines of the North American Performing Arts Managers and Agents [Code of Ethics](#) and expects all registrants to do the same.

Load-in and Load-out

Load-in and load-out times adhere to facility guidelines, stipulations and contracts.

Load-in:

Tuesday, September 22, 2026 1:30pm - 4:00pm

Wednesday, September 23, 2026 9:00am - 1:15pm

Load-out:

Friday, September 25, 2026 immediately following the final Exhibit Hall session, from 3:00pm - 4:00pm

- No exceptions to the above load-in and load-out times shall be made except those approved in writing by a MAX Representative prior to September 1.
- Set-up and tear down of booths during Exhibit Hall open hours is strictly prohibited. Please respect your colleagues and do not set up or strike while your neighbors are trying to conduct business, unless an exception is approved in writing in advance (as outlined above).

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