

Exhibitor Service Center (ESC) Ordering Instructions

For the Exposition Center at Wisconsin State Fair Park

The State Fair Park exhibitor services portal can be found at <https://wistatefair.com/wsfp/electric-utilities-order-forms/>.

1.



WISCONSIN STATE FAIR PARK

About ▾ Upcoming Events ▾ Plan Events ▾ Stay Overnight ▾ 🔍

Electric & Utilities Order Forms

Persons or companies exhibiting at an event at Wisconsin State Fair Park can order Electrical, Telephone, High Speed Internet, Gas, Water/Drain, and Compressed Air directly to their booth.

Place your order and pay for services online via the link below.

Services must be ordered and paid for at least 14 days in advance of show opening date to receive advanced pricing.

Exhibitor Parking Passes are also available.

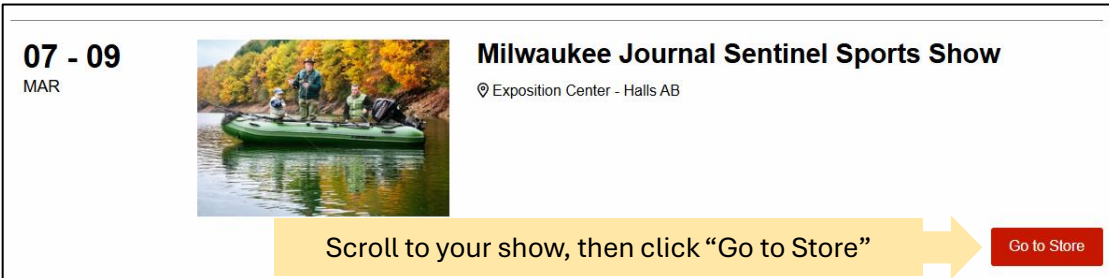
For technical issues or questions, please call 414.266.7300 or email eventservices@wistatefair.com.

Please note that WSFP adopted a new Exhibitor Services portal in September of 2023. If your last online order with us was prior to September 1, 2023, you will need to create a new username/password.


FIND YOUR SHOW TO ORDER SERVICES

Click "FIND YOUR SHOW TO ORDER SERVICES"

2.



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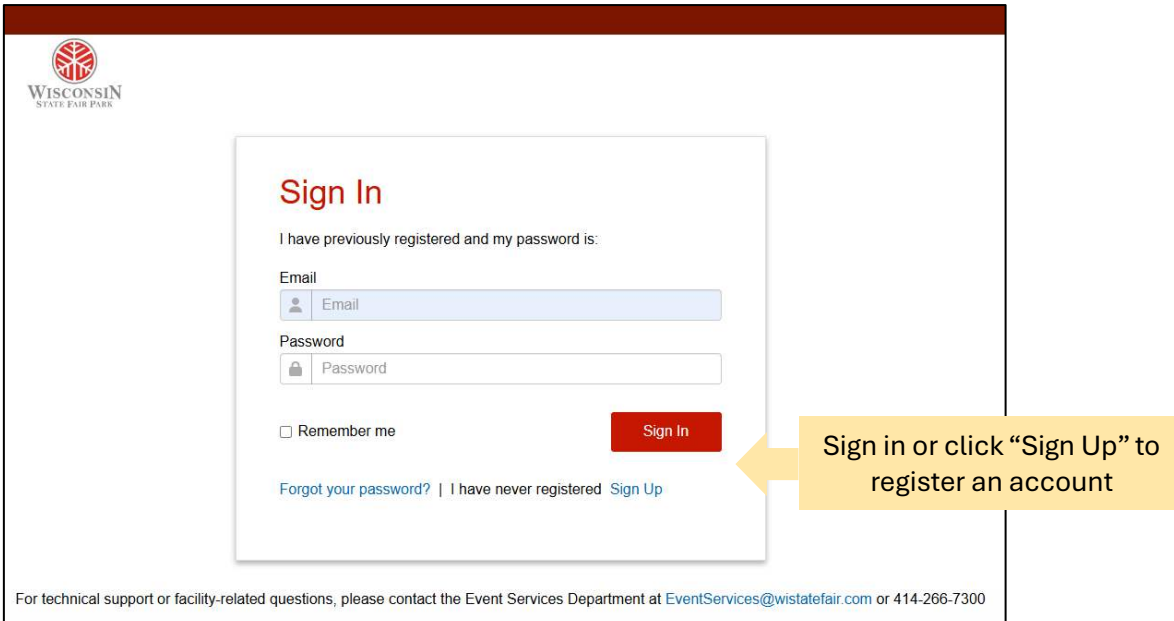


Milwaukee Journal Sentinel Sports Show
📍 Exposition Center - Halls AB

Scroll to your show, then click "Go to Store"

Go to Store

3.



WISCONSIN STATE FAIR PARK

Sign In

I have previously registered and my password is:

Email

Password

Remember me **Sign In**

[Forgot your password?](#) | I have never registered [Sign Up](#)

Sign in or click "Sign Up" to register an account

For technical support or facility-related questions, please contact the Event Services Department at EventServices@wistatefair.com or 414-266-7300

4.

Booth Information

Booth Number ?

[OK](#)

Enter your booth number, then click "OK."
If you do not know your booth number, simply click "OK"

5. The ESC Home Page is shown below:.

Booth Number: Pending ▾
Contact Salesperson 📞
User 👤 ▾

Milwaukee Journal Sentinel Sports Show

Friday, March 7, 2025 - Sunday, March 9, 2025

Deadlines 1 ▾

🏠 **Advanced Pricing Ends**
 Due: Tue, Feb 18, 2025

Navigation

- Welcome
- Electric Service
- Air / Gas / Water Service
- Exhibitor Internet Access
- Satellite
- Parking
- Food & Beverage Request Form
- Miscellaneous Services

Search
🛒 \$0.00

You've got questions, we've got answers!

Click here for the answers to our most frequently asked questions about being an exhibitor at Wisconsin State Fair Park.

[Read More](#)

Electrical Guidelines

Whether you are looking for policies and procedures, specifications or preferred vendors, the Wisconsin State Fair Park Electrical Guidelines is a great resource for those questions you may not even think to ask.

[Read More](#)

Facility Guidelines

Whether you are looking for policies and procedures, specifications or preferred vendors, the Wisconsin State Fair Park Facility Guidelines is a great resource for those questions you may not even think to ask.

[Read More](#)

Exhibitor Policies

Know before you go! Any person or business hosting an event or exhibiting during an event at State Fair Park must comply with Wisconsin State Fair Park Exhibitor Policies.

[Read More](#)

Continue

Navigate directly to a specific category by using the navigation pane or scroll through each category in order by clicking "Continue."




6.

Milwaukee Journal Sentinel Sports Show
Friday, March 7, 2025 - Sunday, March 9, 2025


Search Search \$543.00

[Cart](#) > [Pre-Checkout](#) > [Summary](#)

SHIPPING CART

	1/4" Compressed Air Edit/View Remove	<input type="text" value="1"/> x \$155.00	\$155.00
	20 amp 120V (Standard Connection) Edit/View Remove	<input type="text" value="1"/> x \$150.00	\$150.00
	Fill/Water/Drain up to 500 Gallons Edit/View Remove	<input type="text" value="1"/> x \$220.00	\$220.00

Subtotal: \$525.00
Regular Sales Tax: \$18.00
Total: \$543.00

Once all items are in your cart, click "Pre-Checkout"  [Pre-Checkout](#) [Save Cart](#)


7. To complete the item placement grid, first configure your booth. For example, if you have a 10' x 10' booth, click the square shape to match your booth. Next, click "Place Items" in the navigation pane.

ITEM PLACEMENT


Complete Item Placement Grid *Instructions for reference*

Upload File

You have items that require placement. Using the grid below, please choose your booth shape by clicking one of the options in Step 1. Next, drag and drop all items listed in Step 2 into your booth where you wish to have them placed. Placement requests are not guaranteed but will be accommodated as best as possible based on layout and booth proximity to services.



Configure Booth 


What shape is your booth?

 Choose your booth shape

Add Booth Note:

[Add](#)
[Reset](#)

2) Place Items   Then click "Place Items" to move to Step 2

Free Draw 

Milwaukee Journal Sentinel Sports Show|12288
Scale: 1 square = 1 sq. ft. / ~.3 sq. meter (click to edit)

Aisle/Booth # ___ Aisle/Booth # ___

Front of Booth

8. To place your utilities on the diagram, click and drag the gray square with a number inside it to your desired location for that item. If you order multiple types of utilities, each type will have a different number within the gray square.

Once all utilities are placed, click “Checkout”

ITEM PLACEMENT

Complete Item Placement Grid
 Upload File

You have items that require placement. Using the grid below, please choose your booth shape by clicking one of the options in Step 1. Next, drag and drop all items listed in Step 2 into your booth where you wish to have them placed. Placement requests are not guaranteed but will be accommodated as best as possible based on layout and booth proximity to services.

2) Place Items ?

1: 1/4" Compressed Air (x1)
1
Add note for
Add
Reset

2: 20 amp 120v (Standard Connection) (x1)
2
Add note for

Milwaukee Journal Sentinel Sports Show|12288
Scale: 1 square = 1 sq. ft./ ~.3 sq. meter (click to edit)

Aisle/Booth # _____

Front of Booth

Click “Checkout” when all utilities are placed

Checkout Back to Cart

In lieu of the item placement grid, you can upload a pre-drawn diagram. To do so, click the “Upload File” radio button. Next, click within the red rectangle to open the file upload window. From there you can choose your file, then click “Open.” Finally, click “Checkout.”

Cart > Pre-Checkout > Summary

ITEM PLACEMENT

Complete Item Placement Grid
 Upload File

*
[Red Rectangle]

Click “Upload File”

Then, click this box to open the “Upload File” window.

Click “Checkout” when the file is successfully attached.

Checkout Back to Cart