

Trainfest 2025

November 1 – 2, 2025

Exhibitor Setup Information

Welcome Exhibitors! Here you will find information concerning setup times, shipping information, parking, hotels, WI sales tax contact, and more. We are excited you will be part of Trainfest this year!

Event Schedule

Thursday October 30	Manufacturer <u>Limited Freight Drop Off</u> Limited Exhibitor Drop Off – Dealers with two or more booths may drive in, unload, and pull out.	4:00 PM – 8:00 PM
Friday October 31	Move in for exhibitors with more than 2 booths Move in open for all exhibitors	8:00 AM – 8:00 PM 9:00 AM – 8:00 PM 10:00 AM – 8:00 PM
Saturday November 1	Exhibitors admitted Show Hours – Public Hall closes promptly at 5:30 PM	8:00 AM 9:00 AM – 5:00 PM
Sunday November 2	Exhibitors admitted Show Hours - Public Move Out Vehicles will be admitted in the hall Outbound shipments can be scheduled Hall closes at 10:30PM	8:00 AM 9:00 AM – 4:00 PM 4:30 PM – 10:00 PM 6:00 PM – 10:00 PM 6:00 PM – 10:00 PM
Monday November 3	Decorator Tear Down Outbound shipments can be scheduled Freight must be picked up by 11:00 AM	8:00 am – 4:00 pm 8:00 am – 11:00 am

Hotel Information for Exhibitors or Attendees

Below are several links to discounted hotels for Trainfest 2025. We have 2 hotels offering free parking/trailer parking. There are additional hotels around the Baird Center not offering discounts. You may find other lodging options on the www.visitmilwaukee.org website.



Four Points Milwaukee Airport

5311 S Howell Ave Milwaukee, Wisconsin 53207

- \$89.00 per room/per night plus tax
- 7.4 miles from Baird Center
- **Free Parking/Free Trailer Parking**
- Free Airport Shuttle
- Onsite Restaurant & Bar & Store
- Free WIFI
- Indoor Pool

Reservation Link: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1741909757691&key=GRP&guestreslink2=true&app=resvlink>

Phone Reservations: 414-481-2400 mention "Trainfest"

Cut off for discount rate is 9/30/2025



Fairfield Inn & Suites Milwaukee West

4229 W National Avenue Milwaukee, Wisconsin 53215

- \$102.00 per room/per night plus tax
- 4 miles from the Baird Center. Conveniently located off I-94.
- **Free parking/Free Trailer Parking**
- Hot Breakfast Buffet Complimentary
- Free WIFI
- 24 hour market offering snacks, beverages and more
- Multiple restaurants within walking distance including Starbucks, Qdoba, Cousins Subs, Panda Express and more.

Reservation Link: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1749563813016&key=GRP&app=resvlink>

Phone Reservations: 414-645-2800 mention "Trainfest 2025"

Cut off for discount rate is 9/30/2025



Fairfield Inn & Suites by Marriott Milwaukee Downtown

710 North Dr. Martin Luther King Jr. Drive Milwaukee, WI 53203

- \$110.00 King/\$119.00 Queen plus taxes per night
- Walking distance to Baird Center and many restaurants
- Parking available at additional cost
- Free WiFi
- Daily snacks and water
- Small refrigerator in each room

Reservation Link: <https://www.marriott.com/event-reservations/reservation-link.mi?id=1740586182578&key=GRP&guestreslink2=true&app=resvlink>

Phone Reservations 414-626-7100 mention "Trainfest 2025"

Cut off for discount is 10/17/2025



Hyatt Regency Milwaukee

333 West Kilbourn Ave Milwaukee, WI 53203

- \$139.00 plus taxes per room/per night
- Across the sky bridge to Baird Center
- Parking available at additional cost
- Free WiFi
- Restaurant
- Bar

Reservation Link: <https://www.hyatt.com/en-US/group-booking/MKERM/G-TRA1>

Phone Reservations 402-592-6464 mention "Trainfest 2025"

Cut off for discount is 10/2/2025



Hyatt Place Milwaukee Downtown

800 W Juneau Ave Milwaukee, WI 53233

- \$109.00 King/\$119.00 Queen plus taxes per night
- 0.5 miles from Baird Center
- Free WiFi
- Lounge with happy hour from 4-7PM & serves personal pizza, burgers and bar bites
- Small refrigerator in each room and pullout sofa
- Complimentary Breakfast Buffet
- Parking available for additional cost
- Multiple walkable restaurants Pilot Project Brewery, Brick3 Pizza, Carson's BBQ, Milwaukee Brat House, Mader's Classic German Cuisine, many more

Reservations Link: https://www.hyatt.com/hyatt-place/en-US/mkez-d-hyatt-place-milwaukee-downtown?corp_id=G-AZCF

Phone Reservations: 833-312-5139 mention "Trainfest 2025"

Cutoff for discount is 10/17/2025

Parking Options for Trainfest

There are dozens of parking options for Trainfest this year. Parking will be available on the days of the event, but you have the option to purchase parking early, lock in your spot and a great reduced price. There are options for both attendee parking as well as exhibitor parking. We look forward to seeing you at this one-of-a-kind show. The Baird Center is surrounded by dozens of parking options. Even a garage that is two blocks away!

1. Interstate Parking is giving us 20% Please email Josh or Anna at: info@interstateparking.com
Here is there parking map options. [Interstate Parking 2025 TF.docx](#)
2. Secure Parking USA - <https://tap.honkmobile.com/p/314c675d-e1f7-4927-82bc-ea131986fd6d>
3. Spot Hero is another great option for parking. Will allow you to book and reserve your space for the event. Just scroll down and select Trainfest 2025.
<https://spothero.com/destination/milwaukee/baird-center-parking?msockid=032d93f80cd7669d370683640dfb6747>

Exhibitor Parking

Exhibitors have several options for parking depending on your needs. Whether you are driving to the show each day, staying near the facility or have a large truck or trailer to park, you have options.

1. If you just want to park near the Baird Center during the event, you can purchase parking for the times you want using the Spot Hero parking link in the Public Parking section. If you have a car, you can choose any of the garages and if you have a larger vehicle, you can look for an open lot with no height restrictions.
2. If you are staying at one of the hotels within walking distance, you can make arrangements with your hotel to park, and then simply walk to the show. There are some hotels offering show specials.

If you have a very large vehicle, or a trailer, and want to park and leave it for the duration of the event, there is a large intermodal lot near the facility. Arrangements can be made with Interstate Parking. Please email Josh or Anna at: info@interstateparking.com. They will get some information regarding the times you want and what you are parking and they will make arrangements for you.

3. Secure Parking USA offers affordable parking options.
4. There is parking on the street close to the Baird Center.
5. Two hotels listed above have free parking and free trailer parking! We encourage those with Trailers to utilize either of these hotels to save money!

Freight Shipping Information for Trainfest

Materials should be scheduled to arrive at the facility on Thursday, October 30, 2025, between 9:00 am and 3:00 pm.

We will unload and deliver your material to your booth.

Setup is Friday, October 31, 2025. We will remove the empties and store them for you during the event.

Sunday after the show has closed, the empties will be returned so you can pack up and we will move everything to the docks.

Arrangements should be made with your shipper to pick up Monday morning between 8:00 am and Noon local time.

When you pack up Sunday night, please have the Bill of Landing ready and mark all your materials with your name, shipping address, and number of pieces. For example: 1 of 4, 2 of 4, etc. Numbering your pieces will help ensure nothing is missed. The facility has full docks with dock plates, so you do not specifically need a lift gate. Address to use:

Baird Center
400 W Wisconsin Avenue
Milwaukee, WI 53203
Exposition Halls D & E

Drive In – Baird Center

If you want to access the loading dock, or drive into the hall to unload, please use 850 N 6th Street, Milwaukee, WI 53203 as the address. This will take you to the ramp.

The schedule has been built to try and accommodate everyone.

Any manufacturer or retailer with two or more booths is encouraged to drop off on Thursday night if possible. This will greatly aid things on Friday. If you are driving into the haul, **PULL IN, UNLOAD, & PULL OUT** and park in a lot of your choice.

There is no setup while you are unloading. We have over 100 retailers and manufacturers and lots of layouts to get in, so we must keep aisles clear. Once you are unloaded and parked, you have the rest of the day to set up.

At 10:00 am the layouts will begin to unload. The process should be similar. Unload your items as quickly as possible and place them near the center of your area and remove your vehicle to parking. Once the vehicle is out of the building and parked, you may begin to assemble the layout.

If you have a small layout and do not need as much time, we ask you not to arrive right at 11:00 am. This will allow some of the larger layout groups with trailers to enter early and unload and move out of the way. Bob McGeever has established drop off schedules for each layout group please stick to the time slots. Everyone's cooperation is greatly appreciated!

Exhibitor Badges

Please submit your badge names prior to September 30. You will receive badges when you arrive. Please pick those up before you begin setup.

Building Access

On Friday, Saturday, and Sunday, the North and South doors of the facility will be open. The doors from the sky bridge will also be open.

Dock Space

We will need to keep the dock area as clear as possible for all the arrivals of freight trucks. If you do not want to drive in to unload, please park in an open dock slot and unload as fast as possible. There are dock guards present to ensure nothing is blocked for long. Once unloaded, move your vehicle to parking. There is **NO** parking on the dock.

Move Out

On Sunday night after the show closes, move out will begin. No vehicles will be allowed to enter the hall until the facility gives the word, and all the public has left the building. Please make sure your booth has been packed up and is ready for departure before getting the vehicle on the floor. **Vehicles will be permitted on the floor beginning at 5:30pm for those who are packed and ready to leave.** Do not pull onto the dock until the word is given. Once access is open, do not pull in until you are completely packed up. At that time, pull in, load, and pull back out as quickly as possible. Again, the first several hours of move out are going to be congested. We appreciate everyone's patience and cooperation!

State of WI Tax Info

Please submit your WI Seller Permit Number to the office. If you do not have a seller's number you can obtain by following this link. You will be required to submit your number to the show office.

<https://www.revenue.wi.gov/Pages/SalesAndUse/Home.aspx>

Thank you for your continued support of Trainfest!