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Event Addresses:

June 24th: Intersection of E Chicago Street and N Harbor Drive, Milwaukee WI 53202. [ENTER LOCATION HERE](#) Programming will be inside the Mid Gate at the Henry Maier Festival Park at the Aurora Pavilion.

June 25th and 26th: Potawatomi Casino Hotel: 1721 W Canal St, Milwaukee, WI 53233

June 27th: Inside the South Gate at the Henry Maier Festival Park at the Dockside Bar, just north and down the hill of the BMO Pavilion. [ENTER LOCATION HERE](#)

On-Sitemap Booth Information

1. What time can my business/organization set up at Summerfest Tech (SFT)?
 - a. Setup can begin at 12pm on Monday, June 24th at Potawatomi. Please note there is Summerfest Tech programming happening at 4pm at Henry Maier Festival Park (Summerfest Grounds) at the Aurora Pavilion.
 - b. All sponsors will need to be setup BY 8am on June 25th.
 - c. Venue Map can be found [here](#).
2. Where should I park to load-in?
 - a. Please utilize the Potawatomi parking garage to park your vehicles and utilize the carts that will be provided in the North Pre-Function or at the hotel entrance. The third floor skywalk is now open.
 - i. Be aware that you will need to have your photo ID (driver's license or some other form of identification) prepared to be seen on the skywalk before entering the venue. These are Potawatomi's rules.
 - ii. Anyone under the age of 18 must enter through the hotel entrance and be accompanied by an adult.
3. When are we expected to staff the booth?
 - a. The exhibitor space will be open from 8am-4:30pm on Tuesday, June 25th and Wednesday June 26th, but the only in-agenda required staffing time is 12:30pm-2pm on Tuesday June 25th and Wednesday June 26th.
4. How big will my booth area be?
 - a. Each business/organization will be provided with an 8' table to utilize. Please refer to [Exhibit Hall Layout SFT24](#) where each booth is listed.
 - i. Note – if your business or organization is not listed, please contact [Matthew Rorer](#).
 - b. Two chairs will be provided with each table
5. What if we need to ship our materials? Are there carts for assistance?
 - a. [S&C - Shipment and Vendor Load in Instructions.pdf](#) - please reference this PDF to shipping details to Potawatomi Hotel and Casino. Please note that Summerfest Tech will bill back any payments associated with deliveries.
6. What are we expected to do?

- a. Provide a non-disruptive, informative booth space for your representative(s) to engage with SFT attendees.
 - b. Per your signed contract be mindful of the following:
 - i. Roaming with promotional materials, coupons, or products outside of the exhibitor space is prohibited; these items must be approved by SFT organizers.
 - ii. If you want music at your booth, please confirm with the organizers first and, if applicable, maintain an appropriate, non-disruptive volume.
 - c. For more information on specifics, please refer to Exhibit A of your signed contract.
7. What time can my business/organization tear down at SFT?
- a. Tear down can begin at 4pm on Wednesday June 26th, or from 8a-11a on Thursday, June 27th
 - i. Keep in mind that Thursday's networking event begins at 12pm on Thursday at the Summerfest Grounds
8. If there are needs other than what we provide (see contract), whether tech or physical assets, please contact Sharonda Collier at Potawatomi Casino Hotel for those items.
- a. Sharonda Collier SCollier@paysbig.com

Parking Logistics and Overnight Stays

1. Where/how do I park?
 - a. At Potawatomi Hotel and Casino, the venue has over 4,400 available FREE parking spaces. Parking is best accessed off of 16th street.
 - b. The venue also has 24/7 valet services and if you are a guest of the hotel, those are gratis.
2. What if I want to stay overnight at the hotel?
 - a. Below is the QR code for you to utilize. Available for Monday, the 24th of June through the duration of the event. You can also use this link:
<https://reservations.paysbig.com/promo?propertyCode=MKEPOT&offerCode=GRPTEC>

And this room block code if you call by phone: **SUM06252024**

THESE ROOM RATES WILL EXPIRE JUNE 16th SO BOOK NOW FOR DISCOUNT! :)



Summerfest

1. What do VIP tickets entail? What sets them apart from General Admission?
 - a. VIP Party for sponsors and speakers at Summerfest.
 - b. This will be hosted at a private party space onsite on June 28th, 2024 from 6-11pm at the Keg and Cask Upper Deck.
 - c. We will be requesting exact names and emails of attendees in the next couple of weeks.
2. What days can the General Admission tickets be used?
 - a. Attendees can use their ticket for any of the festival days, but only once. So, an attendee cannot go to both the June 28th day and the 29th. Also keep in mind, any Summerfest Tech registrant who picks up their badge, that badge can be used as a 3-day pass to the music festival as well from June 27 –June 29.
 - i. Note: There is also a super fun event on June 27th that is part of the Summerfest Tech agenda, and that is open to everyone who has a Summerfest Tech badge. This is different than the above event – the June 28th event is truly only for sponsors and speakers, and their VIP guests.

How Do I Get the Registration List?

- **Step one:** create an introductory email for MWF review, that you'll be sending to the registration list to introduce yourself and provide opt-out. As part of our non-profit status, we have to include this step in order to provide you any contact lists. Email should include a version of this language:
 - You are receiving this because you registered for Summerfest Tech and we are a proud sponsor
 - Here is what we plan to contact you with
 - Here is how you can easily opt-out if you would not like to receive these communications.
- **Step two:** Once we receive this draft introductory email and approve, we will send you the registration list