

Frequently Asked Questions

2026 PFMA Expo- Show Hours:

Wednesday, February 18: 10:00 AM – 5:00 PM

Thursday, February 19: 10:00 AM – 4:00 PM

Washington County Fair Park- West Bend, WI

Website: www.pfmainc.com

Show Colors: Blue & Black

1. **What is included with each booth?** Each booth space is 10' x 10', including: 8' backdrop drapery, 3' side rail curtains and one identification sign. **Skirted tables, chairs, carpeting and electricity are not included- the floor is concrete.** Wisconsin Expo is the official contractor for rentals at the show- www.wisconsinexpo.com; Email: Orders@wi-expo.com
Note:
Wisconsin Expo will provide material handling which includes forklift, operator, and the delivery of exhibitor goods from the overhead door area to the assigned exhibit space, removing and storing/returning crates and returned crated goods for outbound shipping **provided that the items do not arrive by common carrier.**
2. **Furniture & Carpeting Rentals?** Furniture and carpeting rentals orders are placed through Wisconsin Expo and must be paid directly to Wisconsin Expo (see above).
3. **Do not send Wisconsin Expo payments to PFMA.**
4. **How do I order electricity for my booth?** Electricity is a separate fee contracted through PFMA . See order form posted at the PFMA website.: www.pfmainc.com
5. **What are the door-ceiling clearances for the exhibit hall?** The ceiling height is 25'. Overhead door heights: North Door: 16' by 20' and West Door 14' x 12'
6. **When will I receive my badges for company representatives in our booth?** Booth personnel badges requested in advance will be ready for pick up at Registration and delivered to the booths starting at 12:30 PM on Tuesday, February 17. Please email your Booth Personnel Badge request form to Stefanie Dow: sdow@wi.rr.com. This form is posted at the Expo Forms section of the PFMA website: www.pfmainc.com.
7. **How can I retrieve the leads I generate at the Expo?** The attendee file is fulfilled in Excel and sold to exhibitors only, for \$250. Please see the Attendee File order form posted at www.pfmainc.com. Data will include all attendees, pre-registrations, and exhibitors at the Expo including contact names, job titles, mailing addresses, phone numbers and email addresses provided upon registration.
8. **What are the Set-up and Tear-down times?** Set- up: Tuesday, February 17, 12:30 pm – 5:00 pm. Hand carry in items only on Wednesday, February 18 from 7:00 am- 9:30 am. **Tear-down** starts at 4:00 pm on Thursday, February 19 until 6:00 pm. **Tear-down must be complete by 7:00 pm on Thursday, February 19.**
9. **Where do I send freight and how do I arrange to ship things out after the show?** See **Wisconsin Expo Exhibitor Kit** posted at the PFMA website: www.pfmainc.com

10. **How is the Expo promoted? Broadcast E-mails:** PFMA Connection sent digitally to 20,000+ several times each month to promote the Expo and all PFMA events.
Waukesha County Business Alliance email advertising, **Direct Mail:** Pre-Registered Attendee Badges are mailed to attendee prospects 45 days before the show for fast, free admission. **Direct Mail: Over 20,000** Expo promotional post cards and pre-registered attendee badges are sent out to attendee prospects within a 300-mile radius. **Social Media:** Facebook, Instagram, X, LinkedIn. **Telemarketing** to drive attendees to the Expo and to serve as reminders to attend. **Exhibitor promotions:** Exhibitors receive digital Expo promotional postcards to invite prospects
11. and customers to visit them at their booth and to attend their seminars. **We encourage exhibitors to do their own creative customized promotions to drive traffic to their booths.**
12. **Hotels Near Washington County Fair Park:**

Hampton Inn & Suites- West Bend- Phone: 262-438-1500 ext 2
Country Inn & Suites by Radisson- West Bend- Phone: 262-334-9400
Comfort Inn & Suites- Jackson- Phone: 262-423-6036
13. **Beverage Cards:** Beverage cards for redemption at the Beverage Area for beer, soda, coffee, and water can be ordered in advance with pre-payment by check or credit card. **We encourage you to pre-purchase these cards for faster service at the show.** Pre-purchased beverage cards must be picked up in person **at the PFMA Expo entry area** on set-up day, Tuesday, February 17 starting at 12:30 PM, and on February 18 & 19 from 8:00 a.m. each day. **We do not mail these cards out.** To purchase cards at the show, you will be asked for a check or MasterCard/Visa/Discover/American Express for payment upon receipt. **We will not invoice for any beverage cards.**
14. **Parking at the Expo- Free Parking!**
15. **Washington County Fair Park Rules & Regs:** No duct tape or painter's tape on the floors or walls No nails into the walls. No open flames. Combustible engines can be displayed but not operating inside the building when attendees are present. Do not block doorways as this is a fire hazard.
16. **Outdoor Equipment Display Space:** Outdoor display space is available on a first come, first serve basis to PFMA exhibitors. Displays cannot block roadways or be parked on the cement sidewalks or bricked areas. Displays cannot impede other events on WCFP grounds. Placement to be determined based on prevailing weather conditions and grounds sustainability.