



Dear Exhibitor,

Welcome to AASP Summit 2026! As the proud owners and operators of three of downtown Milwaukee's premier venues, the Wisconsin Center District (WCD) is thrilled to host you at Baird Center for this exciting event.

To help you prepare for a seamless experience, please refer to the **Exhibitor Ordering Kit**, which contains all the details on services, pricing, and other essential information you may need prior to your arrival.

Our online ordering process is designed to be simple and efficient, with a tiered pricing structure that rewards early orders and ensures hassle-free installation. You will be able to access the online store at the [Exhibitor Store](#) once it opens.

Key Ordering Dates:

- **Advanced Pricing:** Opens June 23, 2026
- **Standard Pricing:** Opens August 22, 2026
- **Floor Rates:** Begins September 8, 2026

At the WCD, we are dedicated to delivering outstanding service and creating memorable, buzzworthy experiences for all our guests and exhibitors. If you have any questions or need assistance, please don't hesitate to contact our team at exhibitorsvc@wcd.org.

We look forward to welcoming you to Milwaukee and to an exceptional event!

Best regards,

Marty Brooks
President and CEO
Wisconsin Center District

Wisconsin Center District owns and operates the Baird Center, UW-M Panther Arena and the Miller High Life Theatre

BAIRDCENTER.COM

400 W. Wisconsin Avenue Milwaukee, WI 53203 • 414.908.6000