



To: Sponsors, Vendors, and Concours Village Participants  
From: Gary Messing, Sponsorship and Event Operations  
Date: July 8, 2018  
Subject: Event Information and Schedule

Thank you for supporting the Milwaukee Concours d'Elegance weekend of events. This will be our 14th annual event and we're delighted that you'll be part of it.

**Something New!** This year we're combining Saturday's Show & Glow display with the Sunday Concours d'Elegance, August 5, 2018, to create an amazing one-day display of over 400 cars and other forms of transportation. That said, we expect the public turnout to equal the previous two-day format and, at the same time, make it a little easier for our sponsors and vendors since you only have to staff and plan for a single day – one that promises to be spectacular.

While your support is appreciated we hope your involvement results in tangible benefits for your business or organization. Our objective is for this to be a win/win relationship.

We've again chosen three deserving organizations as beneficiaries of this year's event – Autism Society of Southeastern Wisconsin; The Boys & Girls Clubs of Greater Milwaukee; and, Meta House. These three organizations provide essential services to women and children and we're proud to have them as partners.

We're rapidly approaching the event weekend. This packet contains important information about the location and schedule. It also includes set-up and take-down times for those of you that will be present on the grounds on Sunday.

If you have any questions, feel free to contact me at 414-861-8108.

Have a great Milwaukee Concours d'Elegance weekend!

## Set-Up and Take Down

Set-Up Times: These are the time windows that are available for you to bring any needed materials to the grounds (e.g. display vehicles, food and beverages, Concours Village tents, product materials, etc.):

Saturday (**suggested**), between noon and 5 p.m.

Sunday (**optional**), between 6:30 a.m. and 8 a.m.

Take Down Times: These are the time windows that are available for you to remove any material that you brought to the grounds. If you choose to leave items overnight, feel free; however, at your risk.

While there will be overnight security on Friday and Saturday, the Milwaukee Concours d'Elegance, including the Masterpiece Ltd, cannot be responsible for any items left overnight:

Sunday, 4 p.m. or later

Monday, no later than 9 a.m.

## Important Information

Access to Grounds: Sponsors, vendors and Concours Village participants arriving on either Saturday or Sunday, should enter the grounds at the West Entrance & Exit (see map on page 7). If your event is being catered (Corporate Social Sponsors) entry will be available on the south end of the grounds at the Concours Entrance (see map on page 7).

Activity on the Grounds: Once set-up has taken place, items must remain in place until scheduled take down times. Sponsors, vendors and Concours Village participants that have been authorized to display one or more vehicles on the show field must leave those vehicles in place while the show is open to the public. For everyone's safety, DO NOT move vehicles once on the show field until the official closing of the show. In an emergency, contact Gary Messing, 414-861-8108.

Signage: The only signage or promotional banners permitted on the show field are those that are approved by the Milwaukee Concours d'Elegance unless such material is on a sponsor tent or in an area which has been assigned to you as part of your participation.

Catering: Corporate Social sponsors having a catered event, must ensure that your caterer is aware of set-up and take-down times. A caterer can park a delivery vehicle outside the perimeter fencing just behind the tent occupied by the sponsor.

Parking: Enclosed you'll find parking passes. Parking is located on Lagoon Drive between the Registration Tent and the Main Gate. If additional parking passes are required they will be available at the Registration Tent, also on Lagoon Drive. Registration is open Friday, 3 p.m. to 6 p.m., Saturday from 9 a.m. to 6 p.m. and Sunday from 6 a.m. to 9 a.m.

Security: Overnight security is only scheduled for Friday and Saturday nights.

# Schedule Highlights

## Schedule of events

### Saturday, Aug. 4

- Motor Tour featuring vehicles that will be in the Sunday Milwaukee Concours d'Elegance and the Paddock. 9:30 a.m. depart Veterans Park and travel to the Wingspread Conference Center in Wind Point, Wis. Great photo op for spectators along Lagoon Drive as these cars assemble and depart. Open to exhibitors only.
- Ride & Drive from 10 a.m. to 4 p.m. get behind the wheel of a fun car at our Milwaukee Concours Hagerty Ride & Drive event. With a range of classic and iconic cars to choose from and options of a manual or automatic transmission, there's something for everyone to enjoy on a sunny daytime cruise. Open to exhibitors only. See Sunday when the public is invited to take a drive.
- Seminar: A panel of experts will address: Valuation – The emerging market as '70s cars come of age. 3 p.m. in the Walker Room on the 4th floor of the Hilton Milwaukee City Center Hotel. Public invited, but space is limited. Tickets available at [Milwaukeeconcours.com](http://Milwaukeeconcours.com).
- Style & Speed Social, 6 p.m. to 9 p.m. at the Milwaukee Club. A casual evening of camaraderie featuring a silent auction, food and beverages. Public invited. Limited space, tickets available at [Milwaukee.concours.com](http://Milwaukee.concours.com).

### Sunday, Aug. 5

- The Milwaukee Concours d'Elegance in Veterans Park, 10 a.m. to 4 p.m. Public invited.
- Celebrity Judge Donald Osborne, who appears on Jay Leno's Garage TV series, will assist in judging, and provide expert commentary during the 2 p.m. class awards and the 3 p.m. prestige awards presentation.
- Show & Glow Paddock in Veterans Park, a casual car show for members of car clubs and individuals to display their vehicles, whether classic or newer.
- Food and beverages available on the grounds of Veterans Park.
- The Concours Village provides the opportunity to see merchandise available for purchase or just enjoy some good old hospitality. Open to the public from 10 a.m. to 4 p.m.
- Ride & Drive from 10 a.m. to 4 p.m. Get behind the wheel of a fun car at our Milwaukee Concours Hagerty Ride and Drive event. With a range of classic and iconic cars to choose from and options of a manual or automatic transmission, there's something for everyone to enjoy a sunny daytime cruise. Sounds fun, doesn't it? Sign-up on site for the opportunity to take a lovely drive during an exciting weekend! Sponsored by Hagerty.

# OTHER ITEMS

## **Insertion of Promotional Items in Exhibitor Packets**

Sponsors and Concours Village vendors are offered the opportunity to put promotional or informational material in exhibitor packets. Such material is limited in size to 8 ½" x 11" and not more than two pages (4 sides). Up to 450 packets will be prepared for Sunday exhibitors.

To take advantage of this opportunity, material should be sent to the following address:

The Masterpiece Ltd  
205 N Water St  
Unit 303  
Milwaukee, WI 53202

Material must arrive no later than Thursday, July 26, 2018 to be included in packets.

## **Style & Speed Social – Please join us.**

Saturday, August 4 from 6-9 p.m. at The Milwaukee Club. All are welcome!

Please join us for an evening celebration of the 2018 Milwaukee Concours d'Elegance with special guest and Honorary Judge Donald Osborne, noted appraiser and television personality. Osborne shares his considerable knowledge and experience with millions of viewers in his regular feature "Assess & Caress with Donald Osborne" on the CNBC Primetime show "Jay Leno's Garage," where he discusses collector car values and trends.

Enjoy a glass of champagne upon arrival followed by good food, libations, jazz music and a silent auction benefiting our charitable partners. Take pleasure in the rich splendor and history of The Milwaukee Club along with fellow automotive enthusiasts for an evening of conversation, camaraderie and fellowship.

For more information: contact Renee Messing at [renee86911@gmail.com](mailto:renee86911@gmail.com). Or, go to <https://www.milwaukeeconcours.com/style-speed-social/>

Visit [www.milwaukeeconcours.com](http://www.milwaukeeconcours.com) to purchase tickets or to register for and preview the silent auction.

Tickets are \$110 per person. Valet parking will be available for guests.

## **Donate to the Silent Auction**

Our silent auction gives us another opportunity to support our charities while giving you the opportunity to engage in a fun auction to successfully bid on items simply not available anywhere else. All that it takes is your smart phone. Check out some fantastic items or see a list of ideas for donations at: <https://www.milwaukeeconcours.com/silent-auction/>

# Directions to Lakefront

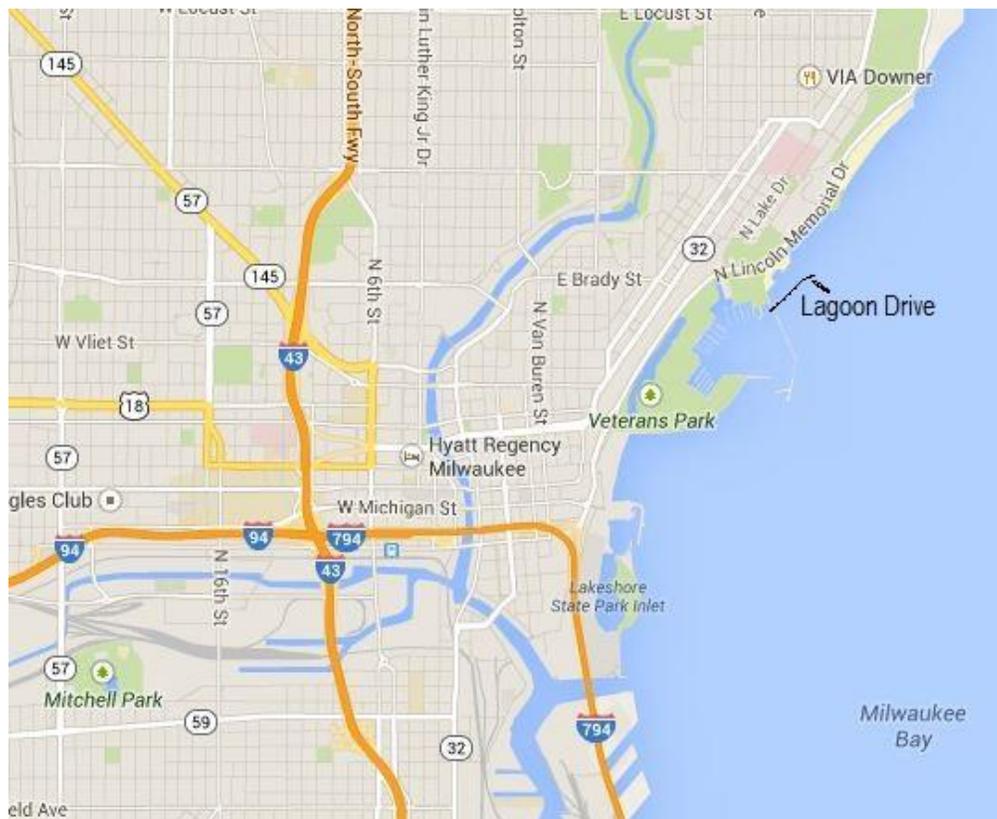
For GPS, enter 1184 Lagoon Drive, Milwaukee, WI 53202 as your destination.

## From the West

- On I-94, travel to Milwaukee
- Follow signs for I-794 East/Lakefront and Exit 310C
- Once through 310C, stay left. Take exit 1F to Lakefront.
- Turn left on Lincoln Memorial Drive.
- Follow Lincoln Memorial Drive to Lagoon Drive - Right on Lagoon Drive

## From the North and South

- From the south travel on I-94 to Milwaukee
- From the north travel on I-43 to Milwaukee
- Follow signs for I-794 East/Lakefront
- Once on I-794 East, stay left. Take exit 1F to Lakefront.
- Turn left on Lincoln Memorial Drive.
- Follow Lincoln Memorial Drive to Lagoon Drive – Turn right on Lagoon Drive



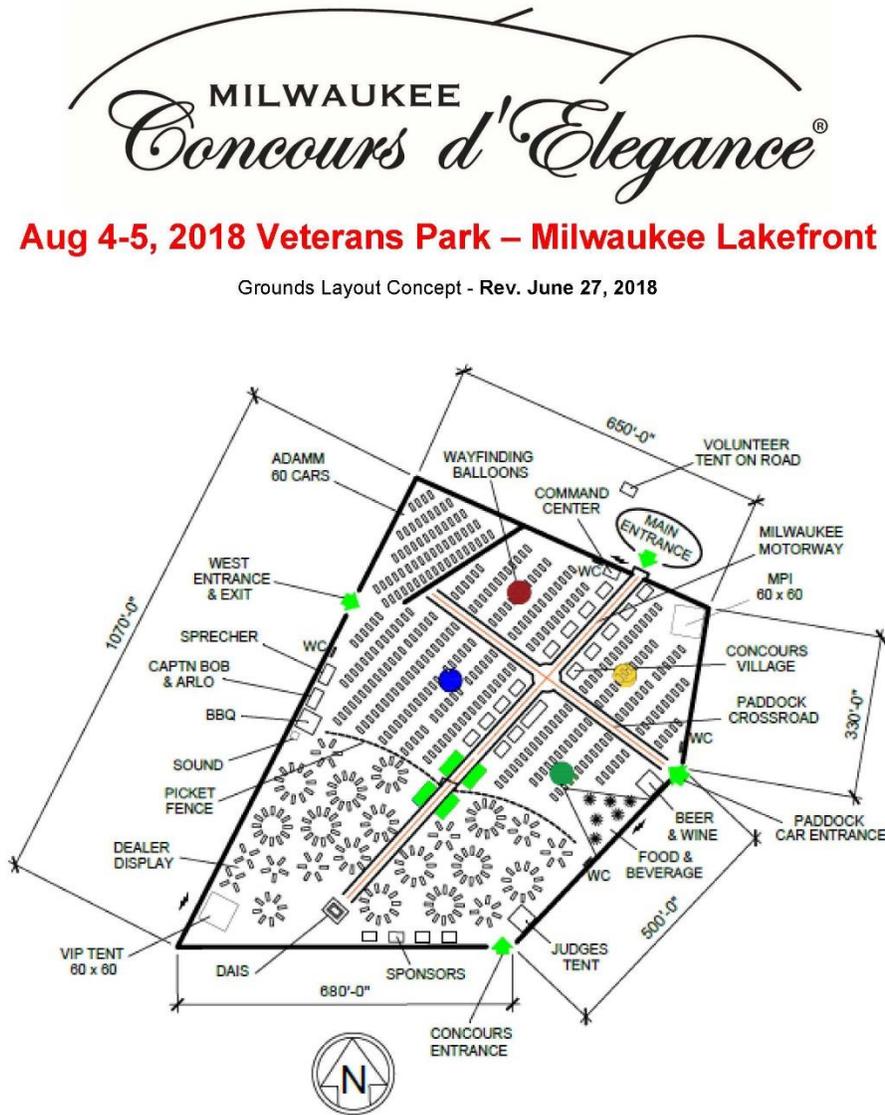
## Directions to Veteran's Park

The show field area in Veteran's Park is shown on the map below. Access to the show field is on E. Lagoon Drive which is off N. Lincoln Memorial Drive.



# Show Field Layout for Sunday

The picture below shows the preliminary layout of the show-field for Sunday. There may be some variations on the actual day of the event.



**Paddock: 248 Cars Shown / Concours Grounds: 189 Cars Shown**

**437 Total cars shown ~ Paddock & Judged**

**Area: Approx. 14.4 Acres, Perimeter Shown: Approx. 3230 linear feet**

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