



MILWAUKEE SHOW

ATTENDEE PARKING INFO

Thank you for planning your visit to the Milwaukee Mineral, Fossil, Gem & Jewelry Show.

We want your experience to be enjoyable, convenient, and stress-free from the moment you arrive. To help make parking simple and cost-effective, we've compiled recommended parking options and important information for your visit.

*Please **PRINT** this guide or save it to your mobile device for quick reference during the show.*

All **DAILY RATE** parking reservations are made on the day of use. Follow the instructions below for your show discount. **NO ADVANCE RESERVATIONS** are available.

STRUCTURE LOTS are parking garages with a **height limitation of 7'**. Trucks, vans, SUVs and trailers will *not* fit in these lots.

All visitors to the Milwaukee Show can receive a 15% discount on daily parking reservations in the following suggested lots closest to our halls within the Baird Convention Center:

- **Baird Center:** Tends to sell out early. **Cost: Hourly: \$7-\$16/hour and \$20-\$35 per day.**
- **330 West Wells (Hyatt Hotel):** Across the street from the Baird Center. **Cost: Hourly: \$7-\$16/hour and \$20-\$35 per day.**



Note: You **MUST** scan this QR Code to receive the discount.

The code can be used at both the Hyatt and Baird Center lots listed above.

Print or save a screenshot of this pass and page, (or just the QR code) for easy daily access.

SURFACE LOTS are outdoor lots suitable for oversized vehicles and trailers.

All Visitors to the Milwaukee Show can receive a 20% discount on daily parking reservations in the following suggested lots closest to our halls at the Baird Convention Center:

- **3rd & Wells - Cost: \$7 - \$16/hour and \$20-\$35 per day rate depending on events in the Baird Center.**
- **CW Lot: 822 N. Dr. Martin Luther King Jr. Dr. Cost: \$7 - \$16/hour and \$20-\$35 per day rate depending on events in the Baird Center.**

Follow these steps to reserve your parking space and secure your discount:

- **Scan the QR code on the signs posted on the lot** (not the structure lot code above)
- Click **“Buy Parking”** button
- Enter **license plate** and **cell phone** (*see below for multiple spaces*)
 - Confirm license plate
- Select the amount of parking needed
 - Enter **GEMS26** in the promocode field and click **“apply”**
- Click **“Checkout”** and complete the purchase process



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ATTENDEE PARKING FAQ

QUESTION: How long are you permitted to park in a parking space?

- **SURFACE LOTS:** When you process your day-of purchase pass, your parking session length will be noted on your reservation.
- **STRUCTURE LOTS:** You must renew your parking pass by the “OUT BY” time noted on your receipt to avoid additional daily rate charges.

QUESTION: Is there a ticket that I need to place in my vehicle for proof of payment?

- All reservations are managed via your license plate and online payments. No tickets are required to be displayed in your vehicle but receipts may be printed. Cameras and security at each facility will monitor all activity in the lots.

QUESTION: Are there other lots available than the ones listed above?

- **Additional city-managed parking lot options are listed below.**
Costs vary between lots: **DAILY RATES from \$20-\$35; HOURLY RATES from \$7 - \$16**
 - 606 W. State St.
 - 332 W. State St.
 - 822 N. MLK Dr. – CW Lot
 - 1030 N. 6th St.
 - 302 N. Wells St.
 - 744 N. MLK Dr. – MSO Lot
 - 555 N. Plankinton Avenue

Interstate Parking: Click the link to view the [Interstate Parking Milwaukee Map](#), which shows parking lot locations in and around the Baird Center and downtown Milwaukee.



- **Other Lots You Can Use (Independently Owned):**

MacArthur Square Parking Rates

841 N James Lovell St. (1 mile from Baird Center) ~ **(BU#25831764)**

Cost: \$5 for first half hour, \$7 for 1 hour, \$9 for up to 1.5 hours, \$11 for 2 hours, \$12 for up to 3 hours, \$13 for up to 4 hours, \$14 for up to 9 hours, \$16 for up to 24 hours.

Locate us at the Baird Center: Follow signage surrounding the Baird Center to reach the **Main Kilbourn Entrance** at the corner of **W. Kilbourn Ave.** and **N. Vel R. Phillips Ave.** Once inside, proceed up the escalators, and follow signs to **the Milwaukee Show entrance, Exhibition Hall E.**

If you purchase large or bulky items, please stop by the Show Office located at the front of the show. Our staff will assist you in accessing the loading dock ramp entrance so you can bring your vehicle to the dock and transport your purchases more easily. **Note:** Long-term parking is **not permitted** in the loading dock area.

We appreciate your patronage and hope you enjoy the show while discovering incredible treasures, unique products, and exceptional deals!

The Milwaukee Show Staff

Baird Center Garage

330 W. Wells Garage

Gem, Fossil, Mineral, and Jewlery Show 15% Discount



How to use:

- Approach gate and scan this pass
- Pay the reduced rate
- The gate will lift and you may park
- Upon exit, scan the receipt you received at entry
- The gate will lift and you are free to go
- **This pass is only valid based on garage availability**

