



EXHIBITION HALL ■ VETERANS MEMORIAL COLISEUM ■ WILLOW ISLAND ■ ARENA

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**“WHERE A GUY CAN BE A GUY”: FIRST-EVER MAD CITY MEN’S EXPO COMES TO
ALLIANT ENERGY CENTER**

Ever wish that “Just for Men” meant more than a name for hair dye? Alliant Energy Center has an event that’s perfect for you! Royle Publications and Alliant Energy Center are excited to announce that the first-ever Mad City Men’s Expo, an expo created exclusively for men, will come to Exhibition Hall on December 7-8, 2007.

For far too long, men have not had an expo to call their own. This December, that will all change. At the Mad City Men’s Expo, men will be able to escape their daily routines and enter a world that is meant just for them. “Looking at the other Madison expos, we realized that there was a Women’s Expo, but nothing for men,” said Jay Royle of Royle Publications, Inc., who created the show. “We decided to create a Men’s Expo because there is nothing like it in the Madison area.”



The Mad City Men’s Expo offers men a chance to do “guy stuff” and see exhibits showcasing cars, trucks, motorcycles, ATVs, snowmobiles, boats, tools, health, fitness, music, home theatre and finance, just to name a few. Men can sample local micro brews at the Brew Haus, rock the night away with the popular local band Road Trip, or enjoy a full lineup on the main stage, which features national and local appearances, comedians, magicians, hypnotists, and much more. All attendees will have a chance to win an “Ultimate Men’s Day Package”, which includes a limo for the day, massage/spa experience, lunch, gambling money, dinner, Dells entertainment package and an overnight hotel stay! From a Klements Tailgate Area and a 1000-man Texas Hold ‘Em Tourney to a Mad City Men’s Expo Olympics and Capital City Harley Davidson Style Show, this expo has everything real men love and then some.

The Alliant Energy Center was a natural choice for the premiere of a new expo. Each year, Exhibition Hall is home to hundreds of events, providing the staff and resources needed for planning a new expo. “For the past three years, we’ve brought the Madison Golf Show to the Alliant Energy Center and had consistent positive experiences,” Royle said. “Exhibition Hall is a great facility and has all of the amenities needed for hosting a successful expo.”

For more information on the Mad City Men’s Expo, visit www.madcitymensexpo.com. To find out more about events at the Alliant Energy Center, visit www.alliantenergycenter.com or e-mail Ted Ballweg at ballweg@alliantenergycenter.com.

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About Us: the Alliant Energy Center is a full-service multi-building complex situated on a 164-acre campus in Madison, Wisconsin. It features Exhibition Hall and Veterans Memorial Coliseum, as well as an Arena building, agriculture exhibit buildings, and the Willow Island natural area. Information on the Alliant Energy Center and its many events is available at www.alliantenergycenter.com.