



greatCENTER
GREAT CITY

A publication of the Alliant Energy Center

EVENT UPDATE NEWSLETTER

January 2006

Something Old! Something New!

January is packed with great consumer shows with lots to see and do. The largest bridal show in the Midwest—**Wedding Planner & Guide Bridal Show**, turns **Exhibition Hall** into a one-stop bridal shop on **January 14–15**. Brides can meet with 190 vendors featuring bridal & formal wear, mothers fashions, caterers, florists, bakeries, gift registries, accessories, decorations, jewelers, videographers, musicians, honeymoon destinations, travel agencies, photographers, reception facilities, invitations and more. Doors will be open Saturday from 10AM to 5PM and 11AM to 5PM on Sunday. Tickets are \$7 at the door or \$6 in advance at Madison Nedrebo's Formal Wear locations or online at www.weddingplannerandguide.com.



Also at **Exhibition Hall** this same weekend the **15th Annual Cronometro Bicycle Swapmeet** will return on **Saturday, January 14**, and the **Midwest Motorcycle Swapmeet** will take place on **Sunday, January 15**.

The **Madison Auto Show** will pull into the **Alliant Energy Center** and set-up shop **January 20–22**. The auto show will fill **Exhibition Hall** with hundreds of vehicles of all makes and models. Come see the electrifying new models and displays, along with racing exhibits and new technology. In addition, this year's raffle for HospiceCare, Inc will conclude at the show with one lucky person winning a new car. Admission is \$6 and youth 12 and under are free. www.madisonautoshow.com

The **5th Annual Madison Boat & Water Sports Show** splashes into **Exhibition Hall January 27–29** with a blaze of boats, equipment and information. Over 275 boats—the largest selection of boats ever shown in Madison—will be on display. Fishing boats, sport boats, ski boats, personal watercraft, jet boats, cruisers, water sports products & accessories will be on display with something for every taste and pocketbook. For more visit www.macEvents.com.

January 28–29 the **Exhibition Hall** will also host Antique Attraction's **Antique Show and Sale**. This show will feature many of the area's top dealers selling glassware, pottery, jewelry, books, clocks, toys, furniture and much more. Admission is \$4.50 and you receive a free admission with every paid parking stub. For more information email infor@antique-attractions.com or visit www.antique-attractions.com.

Meetings, Conferences And Assemblies—Oh My!

The Alliant Energy Center serves as the host for meetings, conferences and assemblies of all types.

Landmark Services Cooperative Annual Member Meeting will be in **Exhibition Hall** on **January 11**. Over 600 members and industry professionals will come together for the annual business meeting and then take the opportunity to socialize and visit over 20 displays related to agriculture and Landmark Services. This event is a great way to build relationships between cooperative members, dealers, managers and other industry people.

The annual **Wisconsin Fertilizer and Chemical Association Conference and Trade Show** returns to **Exhibition Hall** on **January 17–19**. This is the 44th year of this professional conference and trade show that utilizes over a quarter of the 255,000 square feet available in **Exhibition Hall**. There will be over 90 seminar topics covered during this conference. Other activities will include a scholarship and awards banquet and an all-industry reception. To inquire about this conference email wfca@choiceonemail.com or call 608-249-4070.

The **Veterans Memorial Coliseum** will transform to host an assembly of over 3,000 people during the monthly **Epic Staff Meeting** on **January 30**. This is the monthly all-staff meeting for one of the fastest growing companies in Dane County. The Coliseum's space allows for Epic to gather all their staff in one area. For dates and more event listings visit www.alliantenergycenter.com.

A-C-T-I-O-N & Sports At AEC

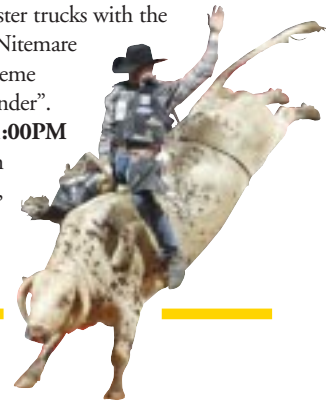
The Alliant Energy Center hosts several action and breath-taking events during the busy month of January.

The **Great Lakes Cheerleading Competition—Mad City Challenge** kicks off the excitement on **Saturday, January 7** at the **Veterans Memorial Coliseum**. This will be an action packed event full of stunts, power tumbling and choreographed routines by both teams and individuals. Athletes will be competing for hundreds of prizes, and this "cheer party" is free for spectators. www.greatlakescheer.com

The **FCC Madtown Throwdown** in **Exhibition Hall** will make Friday the 13th an adrenaline rush. Fighters like Ron Faircloth, Pat O'Malley, John Geraghty will all do battle during the freestyle combat challenge. Doors open at 6:30PM and competition will start at **7:30PM**. Tickets are available for this event at the door, or by calling 608-577-2006 or online at www.madtowntrowdown.com.

The World's toughest bulls and bull riders will do battle at the **Veterans Memorial Coliseum** as **PBR-World's Toughest Battle of the Bulls** buck their way in on **January 13–14**. This is one of the most exciting sporting events in the world and the PBR is the toughest sport on dirt. The shows will combine the heart-stopping action of the cowboys and bulls with an electrifying show that includes music and pyrotechnics. Shows are on Friday and Saturday nights at **8:00PM**. Tickets are available at the Coliseum Ticket office, all Ticketmaster outlets, Ticketmaster.com, or charge by phone at 608-255-4646. www.pbrnow.com

Friday, Saturday, and Sunday—**SUNDAY—SUNDAY January 27–29** the **Monster Nationals Monster Truck and Thrill Show** will roll over everything in sight as they take over the **Veterans Memorial Coliseum** for the weekend. This show will feature a superior line-up of monster trucks with the Raminator, Little Ms. Dangerous, Ramuniton, Nitemare and Big Dawg. There will also be stunts and extreme performances by Transaurus and "American Thunder". Shows are at **8:00PM** Friday and Saturday and **1:00PM** on Sunday. Tickets are \$14 at the door, or \$12 in advance—available at the Coliseum Ticket office, all Ticketmaster outlets, Ticketmaster.com, or charge by phone at 608-255-4646. For more information visit www.monsternationals.com.



January 2006

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	CDBG Meeting Medical Assistance SSI MC Enrollment 4	5	Great Lakes Cheerleading Competition 6	Great Lakes Cheerleading Competition 4-H Beef Weigh-In 7
Market Square 8	Market Square Model Railroad Planning Committee 9	Market Square 10	Landmark Services Cooperative Komen Race for the Cure Planning Mtg 11	12	PBR—World's Toughest Battle of the Bulls 8 p.m. FCC Madtown Throwdown 13	PBR—World's Toughest Battle of the Bulls 8 p.m. Wedding Planner & Guide Bridal Show Cronometro Bicycle Swapmeet 14
Midwest Motorcycle Swapmeet Wedding Planner & Guide Bridal Show 15	16	WFCA Convention and Trade Show 17	WFCA Convention and Trade Show Agrilience Banquet 18	WFCA Convention and Trade Show 19	Madison Auto Dealers Assn Show 20	Madison Auto Dealers Assn Show 4-H Horse & Pony Educational Day 21
Madison Auto Dealers Assn Show 22	23	24	Smith & Gesteland Tax Seminar Stetson Building Products 25	26	Madison Boat & Water Sports Show Monster Truck & Thrill Show 8 p.m. Alliant Energy Mtg 27	Madison Boat & Water Sports Show Monster Truck & Thrill Show 8 p.m. Antique Show & Sale 28
Madison Boat & Water Sports Show Monster Truck & Thrill Show 1 p.m. Antique Show & Sale 29	Epic Staff Meeting 30	31	CDBG Meeting Feb 1 Stetson Building Products	Feb 2	Madison Camper & RV Show and Sale Feb 3	Madison Camper & RV Show and Sale 2006 Orchid Quest Feb 4

Exhibition Hall • Veterans Memorial Coliseum • Willow Island • Arena



greatCENTER
GREAT CITY

Alliant Energy Center • 1919 Alliant Energy Center Way • Madison, WI 53713
Contact: Shirley Kaltenberg 608-267-1549 OR Ted Ballweg 608-267-3991
www.alliantenergycenter.com

FACILITIES FOR ENTERTAINMENT • CONVENTIONS • CONSUMER SHOWS