

A publication of the Alliant Energy Center

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January 2011



A WINTER BLAST

Winter sports enthusiasts gather in **Exhibition Hall** for the **Midwest Winter Sports Representatives' Association Trade Show** on **January 5-7**. The private event will provide service and assistance to the winter sports industry and facilitate retailers and winter sports representative in their stocking and inventory efforts. For more information visit www.midwestwinterreps.com.

Join the "racing fraternity" at the **Midwest Motorsports Racer's Expo** held in **Veterans Memorial Coliseum** from **January 7-8**. Buyers will save on hard to find racing equipment and parts and sellers can turn in their extra parts for money. Want to find out more? Visit www.midwestracersauction.com.

Come to **Veterans Memorial Coliseum** on **January 28-30** for the **Monster Truck and Thrill Show**. Many nationally recognized monster trucks will offer an exhilarating show for the whole family! For more information on this exciting event visit www.monsternationals.com.

The **Mad Rollin' Dolls** present "They Came From Space" at their second bout of the season on **January 15** in **Veterans Memorial Coliseum**. Watch as the Reservoir Dolls take on the Unholy Rollers and the Vaudeville Vixens match up against a visitor team. The action begins at 6pm! Check out the rest of the Mad Rollin Dolls schedule at www.madrollindolls.com.



LOVING, LEARNING AND HEALTHY LIVING ARE BREWING IN EXHIBITION HALL

A wedding is one of the most memorable days of a woman's life, but the planning can be stressful. To make your big day perfect join exhibitors, vendors and consultants at the **Wedding Planner & Guide Bridal Show** on **January 15-16** in **Exhibition Hall**. Also enjoy a fashion show presenting the latest in wedding attire. For more information visit www.wedplan.com.

Join experts in healthy living in **Exhibition Hall** at the **Well Expo: Healthy Living in Madison** from **January 29-30**. Presented by *Modern Bliss* magazine, this two-day event will feature up to 100 vendor booths, celebrity guest appearances, book signings, medical expert Q&As, fitness demonstrations and entertainment. To find out more about this health-conscious event visit www.wellexpomadison.com.

On **January 28-30** come to **Exhibition Hall** for the **2011 Lake Home and Cabin Show**. Interested in owning a lake home? Already have one? This event is perfect for you! Featuring products, services, how-to seminars and activities covering almost every aspect of lake home and cabin ownership and lifestyles. For more information on your dream home, visit www.lakehomeandcabinshow.com.

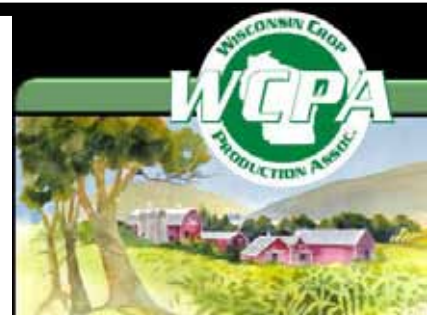
Come taste "Wisconsin's Best" at the **Isthmus Beer and Cheese Fest** on **January 29** in **Exhibition Hall**. Enjoy unique beers from the Great Dane Brewing Company, Pearl Street Brewery, New Glarus Brewing Company and many more. More information is available at www.thedailypage.com/beercheese.

INDUSTRY CONVENTIONS AND TRADESHOWS

January, what a perfect time to gear up for the upcoming bicycling season! On **January 8** come to **Exhibition Hall** for the 20th annual **Cronometro Bicycle Swap Meet**. Engage with others who share your passion for biking, find rare vintage parts to complete your bike restoration and see the newest in bicycling gear. Visit www.brazendropouts.org for more information.

Over 250 companies will be present at **Market Square Midwest Order Writing** in **Exhibition Hall** **January 9-10** and **Cash and Carry** **January 10**. This private show is for industry retailers offering collections of handcrafted and manufactured products for today's Midwestern lifestyles. For more information visit www.marketsquashows.com.

On **January 11-13** the **Wisconsin Crop Management Conference and Trade Show** returns to **Exhibition Hall**. As the Midwest's premier agronomic input industry event, the trade show will have over 100 exhibitors and various training seminars on a wide range of topics. More information on the Wisconsin Crop Management Conference is available at www.wicrops.org.



CRAVEABLE EXPERIENCES

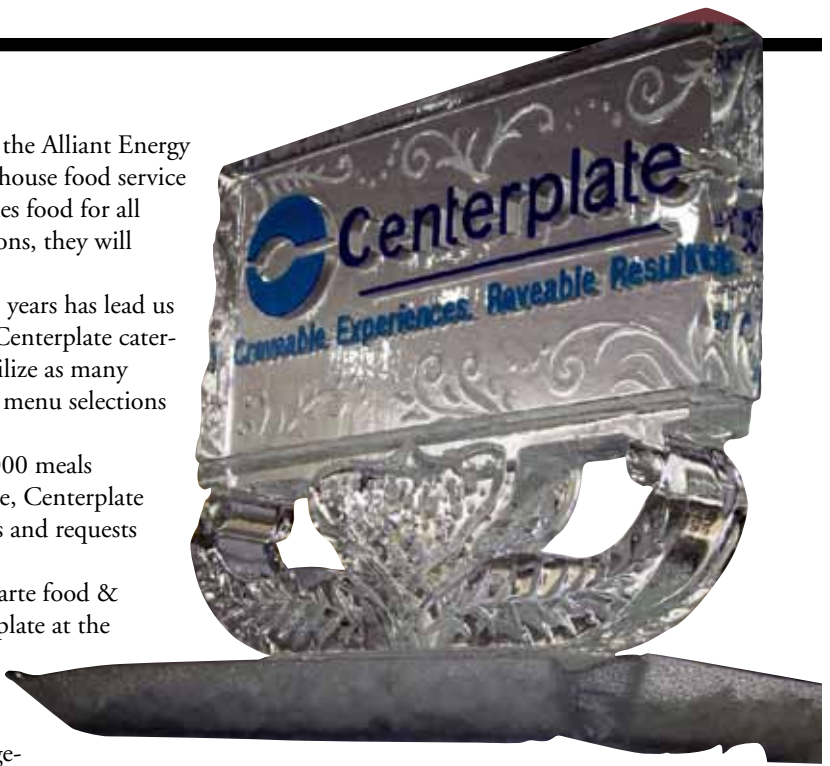
Beginning in June 2005, something exciting happened at the Alliant Energy Center. Centerplate became the Alliant Energy Center's in-house food service provider. Their professional and knowledgeable staff provides food for all occasions. From elegant, seven-course banquets to concessions, they will customize to suit any budget or taste.

"Our commitment to serving local foods over the last five years has lead us to develop a terrific recipe for success" Timothy DiMenna, Centerplate catering manager said. "Our greatest strength is being able to utilize as many locally produced foods as possible and to create most of our menu selections from scratch."

Each year, Centerplate's culinary team produces over 50,000 meals on-site using this made from scratch method. Last year alone, Centerplate generated over 250 original menus to fulfill customers needs and requests for healthier foods and locally sourced options.

"Hosting a major event with a lot of organized and al la carte food & beverage activities is never easy.....but, working with Centerplate at the Alliant Energy Center [for the US Transplant Games] really was," Sue Levey, VP of Meetings and Conventions for the National Kidney Foundation said. "The catering ran smooth, tasted good and was presented well; the management staff was professional and cooperative with our pricing needs

and the service staff was accommodating with all on-site requests resulting in a well-planned and even better executed event experience."



According to DiMenna, Centerplate's strength lies in a willingness to customize menus for events at the Alliant Energy Center. Centerplate catered 300 events in 2010 with "raveable results."

"Centerplate is one of the best catering companies I've worked with" said Mary Schuble, VP of Operations at American Marketing Association-Madison Chapter. "They are highly organized, exceptionally customer-focused, do an outstanding job with small and large events, and the food is always delicious!"

For many events, Centerplate offers a taste test of everything from salads to entrees to desserts that fulfill the specific needs of each unique event. Centerplate also provides several healthy options such as salads, light sandwiches and yogurt parfaits.

"We've seen customer trends towards more healthy options lately." DiMenna said. "Enjoying a light lunch helps attendees stay energized and attentive during post-lunch activities at the AEC."

Centerplate is committed to sourcing foods from Wisconsin. In 2010, 96 percent of dairy products used were purchased from local businesses.

"We recognize the importance and value of supporting local food producers," DiMenna said. "We can make a significant difference, from providing jobs and stimulating our local economy, to supporting sustainable business practices and preserving our environment."

Call Tim DiMenna, Catering Manager at 608-661-0525 x25 or e-mail timothy.dimenna@centerplate.com to start planning your next event.



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