



A publication of the Alliant Energy Center

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June 2010

COMPETITIONS — RUNNERS, WALKERS, TROTTERS, DANCERS AND MAGIC

June 4-6 marks this year's **2010 Prairie State Classic Show** held in the **Arena**. Hosted by the Mid-States Morgan Horse Club, this event features Morgan and Saddlebred horses, consists of nearly 100 classes for horses and riders of all ages, and offers other fun activities including games, parties and auctions. For more information and a full list of classes and competition times, visit www.midstatesmorgan.org.

The 13th annual **Madison Susan G. Komen Race for the Cure** returns to **Willow Island** on **Saturday, June 5**. Help raise funds for breast cancer support and research by participating in either a 5k run, 5k walk or a 1 mile race. More information on this good cause, including registration details and schedules, is available at www.madisonracefortheCure.com.



Exhibition Hall hosts the 7th annual **Madison Irish Feis** on **Saturday, June 5** for dancers gifted with fancy footwork. The event features rhythmic Irish dancing complete with intricate traditional dress styles, along with vocal and acoustic instrument music competitions. Dancers and dance schools from around the Midwest are showcased in this feis, and you can go to www.madisonfeis.org for more information.

On **Saturday, June 12**, players of the internationally known and esteemed modern collectible card game, *Magic: The Gathering*, assemble for the **Midwest Magic Masters Series** in **Exhibition Hall**. In a six-month competition series beginning this past January, players from nine states battle to win big bucks and prizes and an exclusive invitation to the championship event held in Indianapolis on August 5-8. For more details on the game and competition series, visit www.magicmastersseries.com.

MEET, GREET AND EAT

Students, alumni, parents and advisors interested in all things agriculture and food production return to **Exhibition Hall** on **June 14-17** for the **2010 Wisconsin FFA State Convention**. The always-exciting event offers educational activities, leadership training, and skills competitions all related to agriculture in today's society. Musical performances are also held during the convention, as the WI FFA is known for its talented band and choir. You can find out more details about the state convention at www.wisconsinffa.org.

Exhibition Hall hosts a luncheon for the **Downtown Madison Rotary Club** on **Wednesday, June 30** where the hundreds of Rotarians will enjoy a fantastic catered meal by Centerplate. The Rotary Club of Madison consists of a wide range of civic-minded business and professional community leaders devoted to fellowship, professional enrichment, and the opportunity for service. You can find out more information about the organization at www.rotarymadison.org.

The Alliant Energy Center presents **Building Something Special** on **Thursday, June 24** in **Exhibition Hall**. This unique event will offer past, current and potential customers the opportunity to visit the venue and learn more about booking an event here. Various exhibitors will also be present with information on how they can assist in planning an event at the facility. For more information on the event or booking your own event at the Alliant Energy Center, visit www.alliantenergycenter.com or contact Shirley Kaltenberg at 608-267-1549 or kaltenberg@alliantenergycenter.com. (Also, see page 2 for more details.)



As a premier trade show for business owners and buyers, **Market Square Midwest** returns to **Exhibition Hall** on **June 27-28** to display unique craft products. The event offers hand-crafted and mass-produced products that will be sold later at retail shops. Market Square is open to the trade only, and buyers must be affiliated with a retail business that resells products displayed at the market. More information is available at www.marketsquashows.com.

BUILDING SOMETHING SPECIAL

Planning events, big or small, long or short, near or far, may require assistance from multiple sources. Where do you begin? On Thursday, June 24 the Alliant Energy Center is partnering with local businesses to host “Building Something Special.” This event is designed to educate and inspire planners and promoters about the many opportunities capable of adding significant value to their event or program.

You should attend if you want to:

- Taste and learn more about food & beverage trends and the variety of options Centerplate Catering and Concessions has to offer.



- Find out how the use of Social Media can positively impact your event.
- Discover “going green” money saving tips
- Network with business professions that range from printers, media, theme décor, transportation, housing, audiovisual, security, and entertainment.
- Learn more about the Alliant Energy Center and all it has to offer



For additional information on this event:

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