



A publication of the Alliant Energy Center

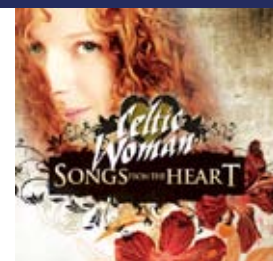
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March 2010

MOVING MELODIES

Providing outstanding entertainment in addition to a meaningful message, the **Rock and Worship Roadshow** will stop in Madison on **Friday, March 19** in **Veterans Memorial Coliseum**. Along with offering exciting performances, the tour is dedicated to helping children with juvenile diabetes through the "Imagine A Cure" organization. For more information, visit www.rockandworshiproadshow.com.

The Irish music phenomenon, **Celtic Woman**, is set to delight fans live in concert on **Tuesday, March 23** in **Veterans Memorial Coliseum**. Moving flawlessly between Irish classics, contemporary covers and original compositions, these talented women will perform their most dazzling production yet as part of their "Songs from the Heart" tour. Visit www.celticwoman.com for more information.



RINKS, TRACKS AND MATS

Returning to **Veterans Memorial Coliseum**, the **WIAA State High School Hockey Tournament** will be held this year on **March 4-6**. Don't miss the top high school hockey teams from the state compete on the rink for the 2010 championship title. For more information on the tournament, go to www.wiaawi.org.

The **Mad Rollin' Dolls Roller Derby League** will battle it out on the track twice this month for your entertainment.

Come see these athletic ladies' derby bouts on **March 6** and **March 20** in **Exhibition Hall**. You won't want to miss these exciting sporting events of combat, camaraderie and colorful uniforms. Visit www.madrollindolls.com.

March 26-27 marks the annual **Wisconsin Kids Folkstyle Wrestling State Tournament** in **Veterans Memorial Coliseum**. Come watch these talented kids compete on the mats to win the 2010 state tournament. For more information, visit www.wiwrestlingfederation.com.

HOMES AND HOBBIES

Looking to build or remodel your home? The Madison Area Builders Association hosts **Home Products Show** on **March 5-7** in **Exhibition Hall**. Exhibitors will display and sell the best products for your home improvements. Visit www.maba.org.

Spring is on its way, and the 17th annual **Bike-O-Rama Bicycle Sale** returns to the **Arena** on **March 12-14** to offer the lowest prices of the year on the best bicycle brands and bike accessories. For more, go to www.bikeorama.com.

Do you paddle? Come to the annual **Canoeopia** in **Exhibition Hall** on **March 12-14** for exhibits, entertainment and presentations on paddling, canoes and kayaks. Get ready for your invigorating activity of paddling on the beautiful lakes of Madison. For more info, visit www.rutabaga.com/canoeopia.

Exhibition Hall hosts the **Home Buyers Fair** on **March 20** to promote and educate the Dane County community on home ownership. Come learn about purchasing your own home, various loans and much more. Go to www.homebuyersroundtable.org for more.

Artworks Madison is back in **Exhibition Hall** on **March 27** for another quality art show and a great opportunity to find the perfect piece you've been searching for. Come browse fine arts or go to www.artworksmadison.com for more information.

The annual **Art Glass and Bead Show** returns to **Exhibition Hall** on **March 27-28** with nationally known instructors and vendors, hands-on projects and classes for all skill levels. For more information, visit www.beadshowmadison.com.



MEETINGS, LUNCHEONS AND TRADESHOWS

Market Square adds a brand new trade show on **March 2**, the **Buyers Cash and Carry** in **Exhibition Hall**. The private event will feature eye-catching originals, folk art, museum-quality replicas, country collectibles and handcrafted furniture. Visit www.marketsquashows.com for more.

Exhibition Hall hosts the **Madison Downtown Rotary Luncheons** on **March 3** and **March 24**. The Rotary Club of Madison consists of civic-minded business and professional community leaders devoted to fellowship, professional enrichment, and opportunity for service. Go to www.rotarymadison.org.

The **Professional Dairy Producers of WI Conference and Trade Show** on **March 16-17** in **Exhibition Hall** allows attendees to learn from top experts and producers who will share their knowledge and insightful experiences on the dairy industry. Go to www.pdpw.org for more information.

CAPTIVATING CATERING CREATES CLEVER CONVERSATION

Associations and organizations all around the Madison area expect a few important must-haves when getting together for regular meetings – easy access, good company, great atmosphere and, of course, exquisite food. Exhibition Hall and its staff at the Alliant Energy Center continually strive to meet and exceed those expectations with a convenient location, proper setups and presentation styles, essential audio-visual equipment, and outstanding catering. Meeting a group to network over a meal is both effective and enjoyable at the Alliant Energy Center.



The Downtown Madison Rotary Club is one of the many diverse organizations that meets frequently for lunch meetings in Exhibition Hall, coming twice this month (March 3 and March 24). As a large group

with many members, the club requires plenty of quality space to comfortably accommodate these community leaders for a productive and enjoyable luncheon meeting.

“Rotarians love when Rotary has its weekly lunch meetings in Exhibition Hall at the Alliant Energy Center,” said Rotary Club Executive Director Patricia Jenkins. “Exhibition Hall fits our needs perfectly, and the staff is always extremely helpful and profes-

sional with planning, presentation and flexibility. Not to mention the *delectable* food we always have there.”

With on-site award-winning Centerplate catering, Alliant Energy Center is able to present service clubs, big or small, non-profits and for-profits alike, with various culinary options. Food selections including sun-dried tomato and basil stuffed chicken and grilled filet of sirloin with mushroom demi-glace can be provided in various ways from sit-down to buffet.

The Madison chapter of the American Marketing Association is another organization that frequently meets for luncheons in Exhibition Hall (lunching on March 9 this month) and appreciates the wide variety of always-delicious food provided by Centerplate. AMA President Elect Cynthia Beiler said she always looks forward to meeting at the Alliant Energy Center as the options are endless and everything tastes delightful.

“We do numerous types of menu items for a wide variety of diverse organizations,” said Centerplate General Manager Scott Recob. “Buffet style, sit-down meals, tailgate-themed food, chef-carved stations, or hors d’oeuvres. You name it, we do it!”

Customizable menus are always available for any event in Exhibition Hall, and delicious food truly contributes to making any business meeting or social event successful.

“I love the menu options and food at the Alliant Energy Center,” said Christopher Dyer, owner of Morgan Data Solutions. “You can never go wrong when booking an event in Exhibition Hall. Not only do I get to plan an event in a modern, flexible and convenient facility, but I also get the benefit of a first class caterer that can help plan and deliver a delicious meal!”



With great space, quality audio-visual equipment, a great location, a customer-service mentality, and delectable food, Exhibition Hall is the perfect venue for your next event.

For more information about planning your next function, contact Ted Ballweg at 608-267-3991 or ballweg@alliantenergycenter.com or Shirley Kaltenberg at 608-267-1549 or kaltenberg@alliantenergycenter.com.

To learn more about Centerplate catering and concessions at the Alliant Energy Center, call 608-661-0525 or visit their Website. You may also contact General Manager, Scott Recob at scott.recob@centerplate.com or Catering Manager, Tim DiMenna at timothy.dimenna@centerplate.com. Finally, for photos of the delicious-tasting food, concession and catering setups and more, visit the photo gallery page at www.alliantenergycenter.com.



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