

A publication of the Alliant Energy Center

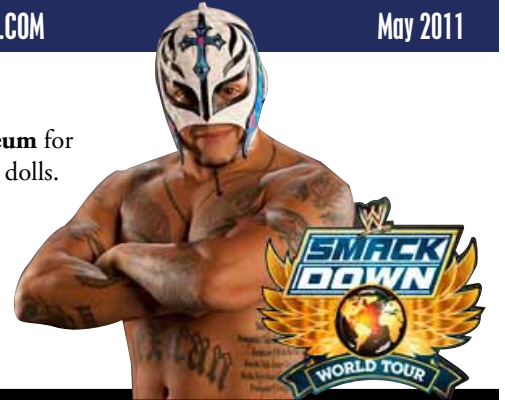
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May 2011

INTENSE BOUTS AND SMACKDOWNS

On **May 7 and 21** the girls of the **Mad Rollin' Dolls** come to **Veterans Memorial Coliseum** for several rounds of intense derby bouts. May 7 marks the 2011 Season Championships for the dolls. On May 21, the Dairyland Dolls take on the Naptown Tornado Sirens and Team Unicorn battles the Naptown Warning Bells. For more information visit www.madrollindolls.com.

See all of your favorite SmackDown superstars on **May 28** at **WWE Smackdown World Tour** in **Veterans Memorial Coliseum**. Chris Masters, Jack Swagger, Kelly Kelly, Layla, Kane, and the Corre will be present at this exciting event. The show begins at 7:30pm. For more information visit www.wwe.com.



UNIQUE CONFERENCES AND CELEBRATIONS

On **May 3** the Greater Madison Chamber of Commerce hosts the **Madison Small Business Conference** in **Exhibition Hall**. The Madison Small Business Conference will offer timely and relevant speakers and workshops for the region's small businesses while providing an opportunity to explore the Expo between programs. More info at www.greatermadisonchamber.com.

Dedicated to sustaining and extending local schools, the Foundation for Madison's Public Schools hosts the **Circle of Friends Luncheon** in **Exhibition Hall** on **May 3**. The banquet will honor all of the generous FMPS sponsors. Visit www.fmops.org for more information.

Marketing professionals in the Madison area convene on **May 10** for the **AMA Meeting** in **Exhibition Hall** to stay up-to-date on marketing information and trends. The Madison chapter of the AMA is one of more than 100 professional AMA chapters across the nation. For more info visit www.amamadison.org.

May 17-19 brings the **Order of the Eastern Star Conference** to the **Exhibition Hall** for a cause-worthy weekend. Eastern Star Chapters donate funds to a wide variety of worthy charities & youth projects. Please visit the website www.wisconsinoes.org for more information on the Wisconsin Grand Chapter conference.

The **YMCA of Dane County** will be celebrating their 125th Anniversary in **Exhibition Hall** on **May 19**. The YMCA of Dane County is celebrated as the community's leading nonprofit organization for youth development, healthy living and social responsibility. For more information visit www.ymcadaneconomy.org.

SUMMER STARTERS

Saddlebred horses and equestrian-lovers from all across the Midwest will travel to the Arena for a high-stakes competition on **May 26-29**. The **Madison Classic Horse Show** features American Saddlebreds and Hackney Ponies. For more information visit www.madisonclassichorseshow.com.

Brat Fest returns to **Willow Island** for 4 days filled with music, food and fun on May 27-30. Brat Fest is the world's largest Brat Fest and is all about enjoying great food at great prices while celebrating Wisconsin's heritage. All proceeds benefit the local charities that help to staff the event. More information on this celeBRATion visit www.bratfest.com



SCHOOL NEWS

Prom is one of the most memorable nights of high school. There will be a lot of glitter and glam in **Exhibition Hall** on **May 7 and 14** for the **Madison Memorial High School** and **Madison Lafollette High School Proms**.

On **May 14**, **Madison College** students will receive their diplomas in **Veterans Memorial Coliseum** during the Spring 2011 Commencement ceremony. For more information on this exciting day visit <http://matcmadison.edu>.

Edgewood College hosts their commencement ceremony in **Veterans Memorial Coliseum** on **May 15**. Visit www.edgewood.edu for more information on this momentous day.

EXHIBITION HALL AT THE AEC AWARDED 2011 BEST CONVENTION CENTER

Each year, Wisconsin Meetings magazine conducts a reader survey to determine the “Best of” Wisconsin Meetings vendors and suppliers. For 2011, Exhibition Hall at the **Alliant Energy Center** has been selected by readers as **The Best Convention Center**.

Planning a convention can take years in some cases, and the venue plays a critical role in whether it is executed successfully. Exhibition Hall was designed with large conventions and trade shows in mind. The venue’s ease of access and superb functionality are synergized with support services to make it ideal for any convention or trade show.

As the leading convention center in Wisconsin, Exhibition Hall at the AEC hosts more than 600 events annually, including global conventions such as

World Dairy Expo, the World Stem Cell Summit and national events like Pheasant Fest and Antiques Road Show.

“[The AEC staff’s] personal attention, professionalism and enthusiasm for our show were a significant asset to the success of our production” said Nina Farouk, business manager for Antiques Road Show.



The Alliant Energy Center sets itself apart from other facilities with its turnkey operations. From local to international events, the experienced staff at the AEC handles everything from trade show booth services to performance stages to audiovisual equipment needs.

Customized event planning clarifies and prioritizes customers’ event needs and results in well produced and often unique events. The remarkably versatile Exhibition Hall is a top choice for meeting and conference planners, conventions, trade shows and one-of-a-kind events.

“From initial meetings, execution and communication, to production support of the event – Alliant Energy Center is top notch! I can say, with absolute certainty, that my experience with the Alliant Energy Center team is one of the best experiences to date” said Valerie Dixon, Holiday Market in Madison.

Other features that make Alliant Energy Center extraordinary are award winning catering by Centerplate, high-tech AV equipment, a climate-controlled hotel walkway, thousands of nearby hotel rooms, and 6,000 adjacent parking spaces.

“It is our avocation as a major convention venue to listen, learn and share the best of what we know to create and support a successful customer event. Everyone here at the Alliant Energy Center participates -- from the freight yard to the kitchen, the event coordinators to the accountants – [they] all play a role in providing the best value possible for each event producer. When the event succeeds, we succeed” said Ted Ballweg, assistant center manager sales and marketing.

Exhibition Hall at the Alliant Energy Center is an easy choice for your next convention or conference. For more information on the Alliant Energy Center, call (608) 267-3976 or visit www.alliantenergycenter.com.



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