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GREAT CITY

A publication of the Alliant Energy Center

EVENT UPDATE NEWSLETTER

October 2008

## Derby In Dairyland

Come watch some athletic and colorful ladies battle it out in the **2008 Eastern Division Flat Track Derby Championship** at the **Coliseum October 10–12**. The event is titled “Derby in Dairyland” and uses an Alice in Wonderland theme. Twelve teams from east of the Mississippi River, including Madison’s own Dairyland Dolls, will be vying for the chance to compete in the national competition in Portland, Ore. later this year. The physical sport of roller derby has made a comeback in recent years after its peak in popularity in the 50’s and 60’s. Roller Derby relies heavily on teamwork as each team tries to get their jammer (scorer) past members of the opposite team. Even if you’re unfamiliar with the sport, this is one event you won’t want to miss! Tough competition, team camaraderie and colorful costumes will all be seen at the Coliseum! Competitions run from 8am–10pm on Friday and Saturday, and 10am–6pm on Sunday. For tickets and a full list of teams and bout schedules, visit [www.derbyindairyland.com](http://www.derbyindairyland.com).



## Learning Is Fun



Join the residents of Sesame Street at **Sesame Street Live: Elmo Makes Music** at the **Coliseum October 31–November 2**. The show teaches children the fun of learning through different instruments, including those found right in your home. All your favorite Sesame Street characters will be on stage including Elmo, Big Bird, Bert, Ernie, Cookie Monster, Oscar, Grover and many, many more! Kids will love the bright colors and sounds of the show, while adults will hear music they recognize as well, including “The Hustle” and “Rockin’ Robin.” Tickets are available at the Coliseum Box Office, Ticketmaster Outlets, [www.ticketmaster.com](http://www.ticketmaster.com) and by calling (608) 255-4646. Tickets must be purchased for all children one year and older. For more information on the show, visit [www.sesamestreetlive.com](http://www.sesamestreetlive.com).

Educators from around Wisconsin will be gathering for the **2008 WEAC Convention** on **October 30–31** in **Exhibition Hall**. The convention includes exhibits, speakers and workshops that teach educators new skills and techniques. Special sessions include an “art crawl” of Madison’s art scene, a workshop on hip-hop in education and an interactive presentation on using a sense of humor in teaching. This year’s keynote speaker is Dr. Adolph Brown III, who will motivate and inspire the audience. The convention is open to WEAC members only, however the exhibit areas are open to the public. For more information on the WEAC Convention, visit [www.weac.org](http://www.weac.org).

## Living, Learning And Relaxing

The **Future Lifestyles Fall Show** returns to **Exhibition Hall** on **October 22**. The show focuses on providing healthy lifestyles for adults including flu shots, blood pressure screening, cholesterol checks and more. A new entertainment stage is added for this year’s show to provide assorted entertainment throughout the day including a psychic reader and caricature artists. Over \$6,000 in prize drawings will be given away to guests. Admission to the show and parking are free, so don’t miss out on this great show. Visit [www.ogarpub.com](http://www.ogarpub.com) for more information.

The **Macular Degeneration: Progress in Sight VII** seminar will be in **Exhibition Hall** on **October 14**. Sponsored by the University of Wisconsin Department of Ophthalmology and Visual Sciences and the Wisconsin Council of the Blind, the seminar provides information on recent advances in macular degeneration prevention and treatment. Exhibitors and presenters will be on hand to display new products and present information on macular degeneration. For more information or to register for Progress in Sight, call 1-800-783-5213.

Tickle your taste buds with some tasty treats at the **2008 Madison Food & Wine Show** **October 17–19** in **Exhibition Hall**. Featuring food and wine from over 150 vendors, this show is full of fun and flavor. Come watch culinary experts go head to head in the Dueling Chef Competition and Best Bartender Challenge. Guests receive a commemorative wine glass, a tote bag full of goodies and the ability to sample gourmet food and beverages. Due to the nature of the event, all attendees must be 21 years or older. Tickets and more details on the event are found at [www.madisonfoodandwineshow.com](http://www.madisonfoodandwineshow.com).



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## *Information At Your Fingertips!*

The Alliant Energy Center has revamped its Web site to include more options and features than ever before. Want to see some sample floor plans? It's easy, just go to our Planners section. Care to order booth furnishings as an exhibitor for an upcoming show? No problem, visit our Exhibitors section. And want to see bright, colorful photos of our events? They're only a click away in our Photo Gallery! You can also see some great sample shots to the right.

The new site, which remains at [www.alliantenergycenter.com](http://www.alliantenergycenter.com), truly is a one-stop shop for information and details on our facilities and events. The Alliant Energy Center Web site offers a fast and effective way to seek information because you can find out all about events and venues from the comfort of your home, office or anywhere in the world.

It's easy, the Web site is divided into sections for three main types of users—planners, exhibitors and guests. Each group can view a cluster of pages most pertinent to their needs. Here are some of the main features in these sections:

### **Planners:**

- Find out about our facilities, including available spaces and dimensions
- See sample floor plans for trade shows, banquets, concerts, festivals, sporting events and more
- See photo images of similar type events and their setups
- Get information on catering from in-house caterer, Centerplate
- Submit an online request for proposal

### **Exhibitors:**

- Order booth furnishings and services
- Learn color schemes for upcoming shows
- Get maps and directions to the Alliant Energy Center
- Find out about local hotels and accommodations

### **Guests:**

- Check out which tickets are on sale and order them online
- See information on parking for our events
- View an About Madison section with links to Madison area Web sites and attractions

In addition to these features, all visitors to [www.alliantenergycenter.com](http://www.alliantenergycenter.com) can:

- Navigate the extensive upcoming events list that includes event times, details and links to event sites
- Browse the comprehensive photo gallery including 150 photos of events at the Alliant Energy Center
- Get directions to the Alliant Energy Center and map your route
- View a video tour of the facilities
- Read monthly newsletters and sign up to receive them in your inbox
- Find out more about events by reading press releases

The information on the new site is extensive. Anyone—planners, exhibitors, guests and even the media—can find anything in a matter of seconds. Some useful pages we have are the history of the Alliant Energy Center, Frequently Asked Questions, a Staff Directory and a Lost & Found Form that users can submit online.

We encourage you to browse the new [www.alliantenergycenter.com](http://www.alliantenergycenter.com) and check out the great new features. After all, this new site was built with you, the customer, in mind. As always, our professional and knowledgeable staff is committed to first-rate customer service for all events and we hope this new site can bring our working relationship to a whole new level.

