



## FACILITIES FOR ENTERTAINMENT – CONVENTIONS – CONSUMER SHOWS

### Introduction

The remarkably versatile facilities of the Alliant Energy Center campus are a top choice for conventions, consumer shows, national tours, family shows, and more. The Alliant Energy Center is an award-winning, multi-building complex comprised of the 255,000-sq. ft. Exhibition Hall, the 10,000 seat Veterans Memorial Coliseum, the 29-acre Willow Island, an Arena, and nine modern agricultural buildings. The Center welcomes more than one million people attending more than 500 events annually, ranging from local meetings and banquets to large sporting events and major concerts. Exhibition Hall is ideal for trade shows large and small, and is versatile enough to host concerts and family shows as well. Veterans Memorial Coliseum is completely modernized and includes luxury suites and distinctive concourses. Willow Island, the Center's natural space, hosts an array of outdoor events.

All events on the Center's 164-acre campus take advantage of on-site amenities including expansive parking, fine catering, by Centerplate and high-tech A/V capabilities. The Clarion Suites Hotel is directly attached to Exhibition Hall with a climate-controlled walkway. The combination of these features and an unparalleled staff has won the Alliant Energy Center numerous Prime Site awards from *Facilities Magazine* and the Best Conference Center from *Wisconsin Meetings*.

### Exhibition Hall

- 255,000 square feet total
- 100,000 square feet of unobstructed exhibit space, with unlimited weight load and 30' ceilings
- 14 flexible meeting rooms totaling 20,000 sq. ft.
- On-site catering and audio-visual equipment
- Ideal for conventions, trade and consumer shows

### Veterans Memorial Coliseum

- Completely renovated with updated seating, suites, lobbies and much more
- 10,000 general admission seats
- Versatile surfaces including stages, ice, dirt, carpeting, concrete and artificial turf
- Hosts a wide variety of shows, from professional sports to concerts and touring shows

### Arena Building

- 22,000 square foot main floor
- 550-person grandstand seating
- Lobby, show office, and high-quality sound system
- Surfaces include dirt, carpeting, concrete and ice

### Agricultural Exhibit Buildings

- Nine buildings with 800 available horse stalls
- Camping with RV electrical hookups
- 100' x 200' Exercise Corral
- 24-hour shower/restroom facilities

### Willow Island

- 29-acre natural area including two ponds and seven-acre "isthmus" area
- Paved service road linking points of entry
- Suited for outdoor festivals, consumer shows, and corporate events

### Clarion Suites Madison-Central – Attached to Exhibition Hall

- 140 room all-suite hotel
- Attached to Exhibition Hall via climate-controlled enclosed walkway
- Full-featured, extended-stay suites with state of the art workstations
- Complimentary full breakfast

### Prime Site Awards

The Alliant Energy Center has been selected by event planners and marketers to receive numerous Prime Site awards from *Facilities Magazine* and has been chosen as the Best Conference Center by *Wisconsin Meetings*. Some of the selection criteria used are:

- Attractiveness of facility
- Quality of staff
- Professional service
- Maintenance of facility
- Technological capabilities
- Loading docks and ease of setup and breakdown
- User-friendly atmosphere

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