



EXHIBITION HALL ■ VETERANS MEMORIAL COLISEUM ■ AG EXHIBIT BUILDINGS ■ ARENA

Media Fact Sheet

When referring to the Alliant Energy Center, it is important to consistently use the correct names of the facilities. Please follow the guidelines in this fact sheet in your articles or press releases, advertisements, interviews or announcements about events that take place at the Alliant Energy Center. This will prevent confusion for patrons who attend an event and the general public.

Names and Descriptions

The correct names for and descriptions of the Center and its sites are:

Alliant Energy Center – Use this name only to refer to the entire campus, which covers more than 164 acres and includes five primary venue sites.

Veterans Memorial Coliseum – This is an entertainment facility. It hosts a variety of shows such as professional sports events, horse shows, concerts and stage performances. The facility also provides trade show space for up to 360 exhibit booths.

Exhibition Hall – This is a 255,000-square-foot trade show and convention facility. It has up to 100,000 square feet of unobstructed exhibit space and 14 meeting rooms. With our portable seating risers, Exhibition Hall is also a concert venue for up to 4,500 people.

Arena – This smaller entertainment and conference facility can be used for performances, consumer shows and banquets. The Arena building is an outstanding facility for horse shows with an 85' x 215' show ring.

Agricultural Exhibit Buildings – This site includes nine buildings with over 800 modern horse stalls and an exercise corral.

Willow Island – This 29-acre nature area includes two ponds and an isthmus for outdoor events including corporate picnics, festivals and musical entertainment.

Proper Name Usage

To say that an event is being held at the Alliant Energy Center is too general.

To help direct people to the proper venue on the grounds, you should also use the name of the event site, as shown below.

The trade show will be held in the *Exhibition Hall* at the *Alliant Energy Center*.

The horse show will be held this weekend at the *Veterans Memorial Coliseum* and the *Arena* at the *Alliant Energy Center*.

The festival will be held on *Willow Island* at the *Alliant Energy Center*.

The concert will take place in *Veterans Memorial Coliseum* at the *Alliant Energy Center*.

If you have any questions about references to the Alliant Energy Center, please contact Ted Ballweg, ballweg@alliantenergycenter.com, at 608-267-3991 or Shirley Kaltenberg, kaltenberg@alliantenergycenter.com, at 608-267-1549.

Facilities for Entertainment • Conventions • Consumer Shows

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