



Alliant Energy Center

EVENT PLANNING GUIDE 2023

THE ALLIANT ENERGY CENTER
1919 Alliant Energy Way
Madison, Wisconsin 53713
Phone 608-267-3976 | Fax 608-267-0146
Website: www.alliantenergycenter.com
Email: aec@alliantenergycenter.com

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General Information

Welcome to Alliant Energy Center (AEC) of Dane County and thanks for choosing us to host your event! The following information is designed to acquaint you with our facility and assist in planning your event at AEC. On-site catering, in-house decorating, and a full range of audio-visual equipment are available to facilitate turnkey event execution. In addition to overall coordination, our Event Services Department will be happy to assist you with designing your event and securing those special needs to make your event a complete success. This information contained herein becomes a part of the Permit for Occupancy.

| | |
|--|--|
| Sales Coordinators | Marlee Yahn (608) 267-1549 Yahn.marlee@alliantenergycenter.com |
| | Ben Gordon (608) 266-4981 Gordon.ben@alliantenergycenter.com |
| Event Coordinators | Nick Kazmierczak (608) 267-3975 Kazmierczak.nicholas@alliantenergycenter.com |
| | Garrett Weller (608) 267-3990 Weller.garrett@alliantenergycenter.com |
| | Ashley Gile (608) 261-9711 Gile.ashley@alliantenergycenter.com |
| Exhibitor Services Specialist | TBD (608) 267-3333 |
| Box Office | Madison Ticket Agency (608) 267-3995 |
| Box Office Manager | Stephen Helfer (608) 267-3956 |
| Catering/Concessions/Novelties | Centerplate (608) 661-0525 |
| Deputy Director – Event & Guest Services | Kevin Donovan (608) 261-9712 Donovan.kevin@alliantenergycenter.com |
| Deputy Director – Facilities & Operations | Don Kraft (608) 267-3983 kraft.donald@alliantenergycenter.com |
| Deputy Director – Administration & Finance | Carolyn Clow (608) 267-3985 Clow.carolyn@alliantenergycenter.com |
| Executive Director | Adam Heffron (608) 267-3982 Heffron.adam@alliantenergycenter.com |
| Attached Hotel – Clarion Suites General Manager | (800) 527-1133 Cathy Black (608) 284-1234 ext. 6413 |

Manager on Duty
Day of Event
Emergency Information

(608) 960-8332
(608) 960-8332
911

Facilities: Multipurpose convention, assembly, sports, entertainment and exposition center on 164 acres of land which includes 10,000 seat Veterans Memorial Coliseum; 255,000 square-foot Exhibition Hall; two livestock exhibition pavilions totaling 290,000 square ft.; a 29 acre festival grounds. Over 5,600 paved, illuminated parking stalls with additional overflow parking available. Event camping is available on-site.

Permit for Occupancy & Equipment & Labor

The Alliant Energy Center issues an event client a permit for occupancy for use of space and venues located on the property. Permits are issued for a particular space, dates/hours, use and a base fee.

Additional charges shall apply for equipment and labor as outlined in the Permit for Occupancy and the Event Planning Guide, and then will be applied to the post event invoice. Applicable rate sheets are included.

Equipment Rental

AEC maintains a variety of equipment for rent. The cost of the equipment includes setup and tear down. Please see the price sheet for further information.

Furnishings

All AEC equipment must be set up and operated by authorized building personnel. Meeting rooms will be setup on a one-time basis per day. Permittee will pay costs for any additional room changes. Equipment should be left in the same condition as it was before the Permittee's usage. Equipment is subject to inventory and availability.

Audio Visual Equipment

AEC is responsible for normal maintenance on this equipment, but the Permittee is responsible for equipment damage or loss. AEC is not responsible for maintenance or operation of any equipment brought in to the facility by presenters, exhibitors, invitees or permittees.

Sound and Public Address Systems

All halls and meeting rooms in the Exhibition Halls are equipped with high quality, zone type sound systems. When requested, sound or PA may be provided in most locations in the Exhibition Halls, Coliseum and Pavilions.

Reference the following link for a list of services and rates.

www.alliantenergycenter.com/planners

Staffing

Event Services

After a fully executed Permit for Occupancy has been finalized with the Sales Department, an Event Coordinator will contact you. The AEC has an “open dock” policy, which means that the Permittee and your exhibitors should plan to handle your own equipment, displays and supplies. Your Event Coordinator will assist with the overall design of your event, including timetables, floor plans, audio/visual equipment, and in-house personnel that may be required.

Labor Policies

All AEC labor is subject to a minimum call of four hours in cases where staff must be called in exclusively for your event. Management makes every attempt to schedule labor on a multiple job basis to ensure that work is done on regular time and to avoid minimum calls.

A **reset charge** is incurred and charged on the post-event invoice when an initial set-up requires a change during the event. This is based on the number of hours it takes to complete and any change in equipment or furnishings. Please consult your Event Coordinator regarding changeover labor charges.

There are situations in which facility employees must be used. These instances are listed below. Please consult your Event Coordinator if you have questions regarding AEC labor.

Exclusive Services

AEC Employees Responsible for set-up and tear down of AEC equipment. AEC workers perform general cleaning of the facility, and are on duty during events and changeovers. There is no additional charge for this labor under normal circumstances.

AEC Electricians & Steamfitter

Responsible for supplying power sources for appliances, equipment, machinery, etc. Normal hours scheduled; 7:00am – 3:30pm, Monday – Friday, if services are required beyond that schedule, overtime charges may apply.

Responsible for the installation of all necessary utility connections (air, water, gas) within the facility.

Stagehands (IATSE) Responsible for rigging significant items from the ceiling of buildings. Contact your Event Coordinator for more details.

Contact Madison Ticket Agency at 608-267-3956. *Required for Coliseum ticketed events.*

Event Services Responsible for ticket taking, badge checking, access control, seating patrons, and informing and general customer assistance. This includes ushers, door guards, and coat-check personnel.

Carpenters Services & Sign Hanging Services

Carpenters Responsible for custom orders and sign hanging.

Forklift Operators Operate forklifts to move pallets, crates, and equipment. Only AEC operators may use AEC equipment.

In House Services

Exclusive Services

Food and Beverage

Centerplate is the exclusive catering and concessions provider of food and beverage (including alcohol) services at AEC. A representative of Centerplate will contact you in advance of your event to help facilitate your food and beverage needs.

Additional information about Centerplate can be found at www.alliantenergycenter.com/Catering. You may also contact Centerplate directly at 608-661-0525.

Ice Water and Linen Service

Please contact *Centerplate*, at 608-661-0525.

Housekeeping Services

Cleaning will be provided by the AEC in the aisles, lobbies and restrooms. Cleaning does not normally include booths, but is available for an additional fee. Consult your Event Coordinator if more frequent cleaning is desired.

Freight

Freight will need to be arranged in accordance with freight receiving charges current at the time of your event. When shipping in advance, address freight only to your proper event name and room designation. Referencing AEC or its representatives may cause confusion and delays. Your shipping address is:

YOUR EVENT NAME
YOUR ROOM DESIGNATION (or BOOTH #)
1919 ALLIANT ENERGY CENTER WAY
MADISON, WI 53713

Preferred Services

Security

Event security or surveillance of specific exhibits is not provided by AEC. AEC's preferred security contractor is Contemporary Services Corporation (CSC) and can be booked through your Event Coordinator. Other licensed local security companies are allowed. No one other than a law enforcement officer on official duty may possess a weapon on AEC grounds.

Recycling Center

AEC has made a strong commitment to recycle materials from large-scale events. Please help us preserve our natural resources. Join our recycling efforts by placing your recyclable items in the appropriate receptacles located throughout the facility. It is especially important to encourage your exhibitors to deposit their corrugated cardboard boxes in the marked cardboard compactor on the loading dock. We also encourage you to include this recycling information in event materials you distribute.

Copy Service

For some events copy services are available for show management and public use for a minimal fee at the Information Desk located in the lobby near Hall A.

Reference the following link for a list of services and rates.

Local State and Federal Regulations

Fire and Safety Regulations

Fire Code at AEC is enforced by the City of Madison Fire Department. See the [General Fire Safety Requirements](#) document for specific requirements. The City of Madison follows the International Fire Code (IFC) as well as Section 20.1.5.5.4 of the 2015 Edition of National Fire Protection Association (NFPA) 1.

Emergency Situations

Please review emergency procedures with your Event Coordinator. Permittees are responsible for developing event specific emergency plans. In the event of an emergency (fire, police, medical), call 911 immediately, then contact the Manager on Duty.

Americans with Disabilities Act

All events must comply with all applicable requirements of the Americans with Disabilities Act of 1990. AEC service staff will work with you to resolve any questions or issues that might arise.

State and Local Ordinances

Wisconsin law requires event operators to report basic information to the Wisconsin Department of Revenue regarding any exhibitor or vendor selling or bartering goods, merchandise or services at the event. A "Notice to Operators (Organizers) of Sales Events" describing this requirement, and a reproducible form (Wisconsin Department of Revenue Form S-240 and/ or Spreadsheet S-240a) for reporting purposes, are available from the Wisconsin Department of Revenue's Income, Sales and Excise Tax Division or your Event Services Manager. In addition, some vendors may be required to have a Wisconsin seller's permit. For more information about you and your exhibitors' tax obligations contact:

Customer Service Bureau
Temporary Events Program
PO Box 8949 Madison, WI 53708-8902
(608) 266-2776

Download form S-240.pdf and spreadsheet S-240a.xls at www.revenue.wi.gov.

Curfew

City of Madison curfews for minors may apply. Please reference the following link; www.cityofmadison.com

Noise Ordinance

AEC has a responsibility to ensure the quiet enjoyment of the facility for all of our clients. Permittee should inform event management of any expected musical presentation, rehearsals, or loud activities in advance. Live entertainment should not be scheduled without approval and coordination with your Event Coordinator. AEC retains the right to regulate the volume of any audio that interferes with any Permittee's use of contracted space within AEC.

Navigation

Entrances

AEC has four vehicle entrances: the Main entrance, Rusk Ave, John Nolen, and Olin Ave. Refer to the campus map in the appendix. Use of entrances is determined by the location and size of your event. Your Event Coordinator will help determine the best entrance for your event.

Parking Lots

There are four parking lots on campus: Southwest Lot, Southeast Lot, Northeast Lot, and Northwest Lot. Refer to the campus map in the appendix.

Directions:

From Highway 12/18 (South Beltline Hwy) - Exit either John Nolen Drive or Rimrock Road North and proceed 1/4 mile to the AEC. Main entrance is on Rimrock Road.

From the airport - Exit airport highway 113 to highway 30 to highway 51 south to the "beltline" highway (12/18) west. Proceed as indicated above.

Directing Attendees

It is important to provide your guests with proper directions to the AEC. Your event space is one of many locations in our large facility. Directions should follow the same logic as a street address.

| | | |
|---------------|-------------|----------------------------|
| Two examples: | BUILDING | VETERANS MEMORIAL COLISEUM |
| | SITE/CAMPUS | THE ALLIANT ENERGY CENTER |
| | BUILDING | EXHIBITION HALL |
| | SITE/CAMPUS | THE ALLIANT ENERGY CENTER |

Supplemental information is also helpful, such as: *Please enter the Center from Rimrock Road and park near the flag display. Follow the sign from the parking lot directing you to the meeting rooms.*

Exterior and interior directional signage is available, please see Section 11 for more information. In addition, lobby stand-up signs and easels are available from our rental inventory. Affixing signs to walls, doors and other building surfaces is strictly prohibited.

Facility Policies

Facility Policies for events are an extension of the Permit for Occupancy and are designed to give the Permittee a clear understanding of the responsibilities and operational guidelines of the Alliant Energy Center (AEC). Any matters not expressly covered by these policies shall be determined by the Executive Director of the Alliant Energy Center. AEC reserves the right to alter and/or amend these policies at any time.

SECTION 1: Definitions

- A. AEC - The Alliant Energy Center and its representatives
- B. Director – The Executive Director of AEC
- C. Permittee – The party who entered into a written Permit for Occupancy with the AEC

SECTION 2: Mission Statement

The Alliant Energy Center of Dane County will manage and operate a first rate multiplex of venues for local, regional, national and international events. The facilities will consistently deliver excellent, user-friendly services to all its clients, exhibitors, visitors, guests and employees. The Alliant Energy Center benefits the community and citizens of Dane County by providing the economic and quality of life benefits related to its success in the conventions, expositions, meeting and trade show industry while hosting entertainment, sporting, livestock exhibition, consumer and social events.

SECTION 3: Booking Policy

The responsibility to market, promote and sell the venues and grounds of the Alliant Energy Center is undertaken by the efforts of the AEC, Destination Madison, and the surrounding hospitality community.

Primary considerations for permitting events include:

- A. Space revenue
- B. Projected ancillary revenues (food/beverage, building services, parking)
- C. Projected number of room nights
- D. Time of year
- E. Projected economic impact to Dane County
- F. Potential for repeat business

SECTION 4: Consumer/Public Trade Show Event Separation Policy

Consumer shows, at the discretion of the Director, may be protected from competing with similar events 30 days before and after the scheduled event. **Competing consumer events are defined as events that advertise and or promote either the event name or purpose of such as the same or similar in nature to another permitted AEC event.** The protection parameters may be allowed minimum fluctuation if deemed necessary by the Director. Some specific shows or family shows may be allowed additional event separation at the discretion of the Director.

SECTION 5: Cancellation Policy

If space is cancelled or not occupied at the time specified per the permit, the full amount of the Permit for Occupancy is the responsibility of the Permittee and due and payable upon invoice.

SECTION 6: Rental Information

- A. An executed Permit for Occupancy and the total base fee are due and payable prior to occupancy of the permitted space.
- B. Insurance is due 30 days prior to occupancy and must meet all minimum permit requirements.
- C. Net square footage is the actual display area used less normal aisles. Gross square footage is the maximum portion of the facility under contract. Verification of total exhibit area used will be made on the first show day, between the Event Coordinator and Permittee. (See Appendix for Floor Plan Approval Process)
- D. An event invoice will be issued at the conclusion of the event.
- E. The Director and his/her representative may enter all areas at any time and on any occasion without any restrictions.

SECTION 7: Insurance

Permittee shall procure and maintain Commercial General Liability Insurance during the rental term with a limit of not less than \$2,000,000 bodily injury and property damage combined single limit each occurrence. An insurance certificate, naming Dane County and the Alliant Energy Center as additional insured as well as Certificate Holder, is requested 30 days prior to the event.

SECTION 8: Event Decorating Setup/Move In

AEC maintains an extensive inventory of equipment used to decorate events (please see space, equipment + labor rate document). In addition to stock items, AEC is able to secure or recommend sources for most items not found in our inventory.

Decorating Services

- A. Furniture from our existing inventory, used in exhibitor lounges and public rest areas near concession sales locations, will be provided at no charge.
- B. Show Offices include tables and chairs at no charge.
- C. Drapery used as masking on the show floor will be provided at no charge when outlay is in reasonable quantities and in a mutual best interest, as solely determined by the AEC.
- D. Large format carpeting will include usual loss due to trimming for proper fit. Carpet plans that vary from the standard 10' grid, or otherwise require extensive inventory loss to execute, will be charged in addition to the current rate.
- E. When AEC is requested to supply services directly to individual booths or exhibitors, show management will provide AEC service kits to those persons, or will direct exhibitors to the AEC e-commerce site at least 30 days prior to the move in date.
 - a. Show Management that chooses to provide AEC equipment to exhibitors shall do so at exhibitor rates as determined by the price sheet.
 - b. Booth packages are available at discounted rates. If a package is selected, equipment must remain the same for all booths.

Show Set-Up & Decorations

- A. Permittee understands and agrees to make, at its own expense, all alterations, installations and decorations that are previously agreed to by AEC. At the conclusion of the event, Permittee will restore the space to its condition prior to the alterations for that event.
- B. A protective coating (i.e., heavy plastic, matting) must be used on the floor for any display using soil, water or any other landscaping type of materials. This includes pens for live animals (Note: Hay and straw are prohibited for use as bedding in the Exhibition Hall). Plastic to protect floors is not required in Pavilions.
- C. All water fountains or other decorative water containers must be waterproof.
- D. All rigging must be in compliance with AEC rigging guidelines. See Rigging Guidelines in the Appendix.
- E. All signs and banners beyond the permitted area require AEC approval.
- F. Permittee and its service contractors are responsible for removing all adhesive tape and residue marks from the floor. A fee for removal of residual tape will be assessed if not completely removed. Only AEC-approved tapes should be used. Approved tape will have fiber reinforcing or be specifically designed for this purpose.
- G. No posting is allowed to any building surface, including but not limited to walls, windows and doors. A charge may be incurred for each unauthorized sign removed by AEC staff.
- H. No signs or graphics may be displayed outside anywhere on the site or campus without AEC approval.
- I. **The following are not permitted:** adhesive-backed decals or stickers; sand or dirt on carpeted areas; decorations affixed to the walls, columns or ceilings; painting that can damage floors, and tape on terrazzo floors.
- J. The use of helium balloons may be permitted with prior AEC approval, provided:
 - 1. They are securely anchored or strung together.
 - 2. They are removed at the end of the event. A fee will be assessed for removal of balloons from the ceiling.
 - 3. Helium tanks must be placed outside the building during the event and appropriately secured.
 - 4. Balloons must be used for decoration only. Public distribution of helium balloons is not allowed.

Move In

Move in is allowed only through the doors designated for this purpose. Permittee is responsible to notify and enforce this policy with their subcontractors, exhibitors and attendees. **Early move in before the time specified by permit cannot be accommodated.** If additional time is anticipated, please arrange with your Sales Coordinator or Event Coordinator.

Building Specific Instructions

Exhibition Hall: When arriving to move in, please follow the signs to “SHIPPING and RECEIVING.” This will take you to the loading dock area behind the Exhibition Hall.

Exhibition Hall Meeting Rooms: When arriving to move in, please follow the signs to the loading docks area behind Mendota 4.

Veterans Memorial Coliseum: Move in is through a pre-approved, designated set of doors.

New Holland Pavilions: Move in is through a pre-approved, designated set of doors.

Arena: Move-in is through the west overhead doors.

Exhibitors are required to load into their booths in the exhibit space and then move their vehicles to a parking lot before setting up. Loading doors will be closed before opening of the trade show or exhibition and will remain closed during the show hours.

Move Out

Move out is allowed only thru the doors designated for this purpose. Permittee is responsible to notify and enforce this policy with their subcontractors, exhibitors and attendees. *Late move out after the time specified by permit cannot be accommodated.* If additional time is anticipated, please arrange with your Sales Coordinator or Event Coordinator. Permittee is responsible for ensuring that all subcontractors, exhibitors and attendees move out within the contracted time.

SECTION 9: Exhibitor Services

The AEC is the exclusive provider of necessary services to exhibitors such as: pipe & drape, furniture, and electricity.

- A. Permittee agrees to provide the AEC Exhibitor Kit (electrical, services and material and freight) to exhibitors via its website at www.alliantenergycenter.com. Permittee agrees to provide a copy of the exhibitor list and kit to AEC at least 30 days prior to event.
- B. AEC will maintain a Service Desk during exhibitor move in and the start of the show for most events.
- C. Freight is accepted when AEC is the show contractor. The first 200 lbs. of show freight is provided at no charge to the permittee.
- D. Only designated freight elevators may be used for transportation. Freight is prohibited on all passenger elevators.
- E. Exhibit floor plans must be submitted to your Event Coordinator at least 20 days in advance of event move in for approval and finalized at least 15 business days prior to your event. (See Appendix for Floor Plan Approval Process)

Exhibits/Displays

- A. AEC will clean aisles in the Exhibit Hall, unless carpet is installed by a third party decorator. All booth and custom cleaning are the responsibilities of the booth holder.
- B. Service contractors are responsible for cleaning freight entrances, docks and crate areas daily during the licensed period. All exhibit areas must be restored to the same condition that existed prior to the licensed period. All crates and pallets must be removed from facility within the permitted period. Cleaning fees may be assessed based on time and material required.
- C. Motorized vehicles may be displayed during events provided the Permittee has prior AEC approval and the vehicle display guidelines are met. See [General Fire Safety Requirements](#) document in the appendix for guidelines.
- D. All display materials must be flame-retardant.
- E. With the exception of animals displayed in the Pavilions during livestock shows, animals may be displayed in conjunction with an exhibit only when specifically approved in advance and in writing by the AEC's Director. No personal pets are permitted in AEC facilities. Service dogs are permitted provided they remain on a leash. This includes but not limited to a guide dog or signal dog and/or service dogs "in training," and does not include dogs that *only* provide emotional support or companionship. If facility access is permitted, the animals' actions, cleanup and proper disposal of waste are the responsibility of the owners or permittee. Any unauthorized animals may be subject to fines and will be removed from the facility.

Freight

Freight is defined as any package or parcel in excess of 25 lbs. and/or larger than 32" in any dimension. Freight load in/load out:

- A. Load in/load out may take place only at the loading docks or service entrances in the rear of AEC facilities or south doors with advanced approval. **Freight may not be moved in through front lobbies, exit doors, or passenger elevators.**
- B. The Permittee is responsible to inform exhibitors of AEC freight load in/load out policy. Permittee is responsible for damage to doors, door framing, floors or other building fixtures that is the direct result of improper freight handling.
- C. AEC will provide dock marshals to assist Permittee in the control of move in/out of freight, when considered appropriate. As determined by the Event Coordinator, shows between 25,000 and 50,000 GSF will be provided one marshal to direct and organize traffic flow at the loading dock. Shows in excess of 50,000 GSF will be provided one marshal per 25,000 GSF for the loading dock area. These persons shall be provided at no additional cost to the Permittee.

SECTION 10: Electrical

The AEC is the exclusive provider of electrical service and distribution. All service connections, disconnections and overload protection equipment must be installed by the AEC Electrical Services Department. All equipment and material furnished shall remain the property of AEC and shall be removed **only** by AEC's electricians at the end of the show. Special exhibited equipment requiring company engineers or technicians for assembly, servicing, preparatory work and operation may be executed with permission of the Event Coordinator.

AEC offers the common electrical service connections listed below:

120 VOLT, AC, single phase

208 VOLT, AC, single phase and three phase

Convenient electrical outlets may not be used by permittee and/or exhibitors, excluding the Pavilions. All equipment must be properly tagged or marked as to the type and amount of current, voltage, phase, frequency, horsepower, etc. Use of open clip sockets, latex or lamp cord wire, unapproved duplex or triplex attachment plugs are prohibited. All 120 volt cords must be the three-wire, grounded type. All exposed non-current metal parts of fixed equipment must be grounded. All equipment, regardless of power source, must comply with local, state and federal safety codes.

Exhibitors are allowed to supply their own multiple connection boxes, surge protectors and extension cords provided they are grounded and meet all safety regulations. However, all power sources must be supplied by AEC.

If a 12V battery is needed to display a product attached to a motor (combustible or electric), the motor must be deemed unable to start or inoperable. See the Vehicle Display Guide in the appendix for all requirements.

If a vendor has an item that was specifically designed to only run on batteries, then it can be used in the booth. If it has a cord and can either run on a battery or be plugged in, an electrical connection needs to be ordered. Inverters will not be allowed.

Rates quoted for all connections cover the cost of bringing one electrical service connection to the back of the exhibit booth and does not include connecting equipment, wiring or taping of electrical cords to meet safety requirements. Anything requiring 24-hour current must be ordered in advance and clearly marked on the AEC Service Order.

AEC reserves the right to refuse any connection to equipment that is deemed unsafe by the AEC Electrical Service Department.

Please refer to Advance Electrical Service Order for standard electrical services/supplies offered by AEC.

SECTION 11: Signage

AEC has sign placement opportunities indoors and outdoors. We do not provide signs or banners for events but can be obtained from a vendor of your choice. All signs and banners beyond the licensed area, whether inside or outside buildings, require AEC approval. When clients share a public area or pre-function, signage must be limited to the public area directly in front of the licensed space.

Exterior Signage/Advertising

- A. Local zoning ordinances require all signage in public areas to be public information and directional in nature. Signage must relate to the event in the above manner, and not merely display the name of the event sponsor(s).
- B. The most appropriate exterior locations for event signage at the Exhibition Hall are on the pylons at the front of the building and on the headers over the front entrance doors.
 - 1. Only pylons corresponding to the space under contract may be posted without permission from the AEC.
 - 2. The name of the event must be at least as prominent as the advertiser or sponsor name.
- C. Vehicles or trailers parked in front of AEC buildings are not permitted without approval of AEC. If allowed, the location must be approved by your Event Coordinator and not block building access.
- D. The following types of events are eligible to be listed on the marquee on the corner of John Nolen and Rimrock Road -- public, ticketed events, consumer events, or where listing is noted on licenses. Only the proper show name and dates will be listed. No event sponsor names will be displayed on the marquee. Listing will be placed on the marquee in advance of the event as space becomes available - usually 2 weeks in advance of the first event date. AEC has the sole determination of message displayed.
- E. Priority is given to concerts, family shows, and sporting events that sell tickets in advance. These events will be listed when tickets go on sale to the public and after the license is fully executed. If AEC benefits by greater attendance through parking and food and beverage sales, then we want to foster that effort by advertising the event.

No advertising, signs, or messages of any nature may be directed to traffic on John Nolen Drive, Rimrock Road or Olin Ave. Any sign must meet zoning requirements to be of public information and directional in nature.

Interior Signage and Banners

- A. Free-standing signs, banners, decorations and similar materials are permitted provided they do not cause a traffic or fire hazard. See fire code appendix for more information.
- B. Signs may NOT be taped, nailed, stapled, hung or affixed to interior or exterior surfaces.
- C. All signs and banners beyond the licensed area whether inside or outside buildings require AEC approval. When clients share a common area, signage must be limited to the public area or pre-function space directly in front of the licensed space.
- D. If clients share a common area and one or more wishes to promote its event in those public places, each client must:
 - 1. Get permission from the other clients.
 - 2. Get approval from AEC, before committing to placing signs in those public places.

- E. Signs or banners can be hung by the AEC staff for an additional fee. Please arrange this service with your Event Coordinator.
- F. At the entrances to the Mendota 1 through 8, Monona, Wingra, Waubesa, and Kegonsa rooms in the Exhibition Hall are digital signage boards available for your use.

| Digital Display Specs | | | | |
|--|-------------|--|------------|-----|
| Marquee | 352 x 112 | Logo, Name, Date | JPEG | RGB |
| Mendota/Lake Room Displays* | 1080 x 1660 | Logo, Room Name, Daily schedule/event info | JPEG | RGB |
| Coliseum/Exhibition Hall Lobby Displays* | 1920 x 950 | Logo, Room Name, Daily schedule/event info | JPEG | RGB |
| Coliseum Videoboard | 320 x 192 | See Event Coordinator | JPEG | RGB |
| Coliseum Ribbon Board | 192 x 40 | See Event Coordinator | JPEG / WMV | RGB |
| AEC Website Event Page | 400 x 400** | Logo | JPEG / PNG | RGB |

*All displays will have an overlay on the bottom portion that states the time, date, and AEC Logo.

**Other images sizes will work, but this is the preferred size.

***Display content must be received by Event Coordinator at least 5 business days prior to move in day.

SECTION 12: Food Services/Novelties

Food Service

Food/beverage service (including alcohol) on the AEC campus is provided exclusively by Centerplate. AEC reserves the right to sell food/beverage during all events and the right to schedule stands based on activity. For events in the Exhibition Hall where concession stands are requested to be open, please contact Centerplate. Special arrangements may be made for menu offerings that would best address actual needs for your event. Permittee shall not have a financial interest or rent space to a Centerplate third party concessionaire.

- A. Distribution of all food/beverage samples must be fundamental to the event and approved in advance by AEC and *Centerplate*. Contact the AEC Sales staff for a food/beverage sample form.

Allowable portions:

1. Non Alcoholic Beverage: 2-3 oz.
 2. Food: Bite-size sample (not to exceed 2oz.)
- B. Permittee agrees not to block any public food stand or concession.

Novelties

Novelties are defined as printed materials, records, tapes, CDs, flowers, novelties, souvenirs, clothing, or any other item in the venues or on the campus by the Permittee or its agents. Centerplate is responsible for

managing the sale or dispensing of novelties on campus. Permittee may be subject to fees and sale of novelties must be approved in writing by AEC prior to occupancy.

AEC reserves the right to sell refreshments and other merchandise; to rent umbrellas and other articles; to conduct a coat check-room; to sell refreshments from mobile units at the Center's discretion; to control programs and other privileges; and to take photographs and/or audio/video recordings for its own records.

For Ticketmaster, ticketed events in the Coliseum, a merchandise sale agreement with *Centerplate* shall be executed 10 business days prior to the first event day. Contact *Centerplate* for more details.

SECTION 13: Parking

The AEC is a pay to park facility - any exceptions should be addressed in your Permit for Occupancy. Parking regulations are enforced daily. Parking is not allowed in the fire lanes, on the loading docks or in service entrances to the buildings. Exhibitors are allowed time as needed to unload but must then move their vehicle to public parking. Exhibitors will be assessed a parking fee during event days. Based on availability, a limited number of dock parking passes can be made available for the Exhibition Hall or the Coliseum to facilitate special needs for ready transportation or supply. Please contact your Event Coordinator to request these arrangements. Non-compliance may result in citations and/or removal at owner's expense.

- A. See Appendix for map and details of parking lots.
- B. Payment of parking fee allows holder to enter the AEC campus an unlimited number of times in the day for which the parking fee is paid.
- C. A daily fee is charged for the entry of a motor vehicle onto AEC campus absent a valid parking pass. Exhibitors must pay to park.
- D. Three times the daily rate is charged for the entry of a bus onto AEC site or campus. Buses that enter solely to discharge passengers and do not remain on AEC site or campus, for 30 minutes or less, or that enter solely to pick-up passengers, are exempt from paying a parking fee.
- E. Run of show exhibitor passes are available for purchase.
- F. Exhibitor and multiple day attendee passes must be requested by show management 30 days prior to the events first setup day. Please contact your Event Services representative for assistance in this area.
- G. Parking is allowed in designated parking spaces only. No parking in fire lanes or other areas not specifically designated as parking spaces.
- H. AEC has the final say on where spectators and exhibitors will park.

SECTION 14: Camping

Overnight accommodations are only for those directly associated with an event in progress at AEC. All occupied spaces must have an AEC Camping Permit displayed. Permits are available for a fee at the self-registration kiosk west of the Coliseum. Camping is on a first-come, first-served basis except when otherwise regulated by show management or by contract.

- A. Camping is limited to space available for the basic permit fee (see map in Appendix). Additional camping facilities may be arranged with sufficient advance notice, at additional Permittee's cost to provide additional electric and water service. No person shall camp in any area except as designated and with prior approval.
- B. Parking is not included in camping fees. The AEC parking fee allows for unlimited re-entry on a daily basis.
- C. Quiet must be observed from 10:00 p.m. to 7:00 a.m.
- D. Checkout time is 11:00 AM following the last night of registration.

- E. No firearms, fireworks or dangerous weapons are permitted on the AEC premises. (See Section 14 above for regulation of firearms and ammunition that are related to an event.)
- F. Fires are permitted only in campers' own gas grills and charcoal grills. Campfires are not permitted.
- G. All liquid and solid refuse must be placed in designated receptacles.
- H. All domesticated animals must be on a leash not more than six feet in length. Animals are not allowed in the Exhibition Hall, Arena or Coliseum unless they are a working part of an event or serving the disabled. Domesticated animals may or may not be allowed in the Pavilions or on Willow Island depending on the nature of the event.
- I. No noisy, drunk or disorderly person shall be permitted to remain on the premises.
- J. No amplified noise is permitted without written permission from your Event Coordinator or Sales Coordinator. No outdoor events can amplify noise after 10:00 pm.
- K. Swimming, fishing, bathing and boating are not permitted in AEC ponds.
- L. Additional camping is available throughout Dane County. More information can be found on the Dane County Parks website www.danecountyparks.com.

SECTION 15: Tickets/Box Office

Permittee must use Madison Ticket Agency, with an office located in the west lobby of the Coliseum, for any Coliseum ticketed event at AEC, unless the Permittee is selling the tickets directly to the purchaser and the event is general admission only. Other third party ticketing systems are prohibited. Tickets, whether handled through Madison Ticket Agency or another agent, may not go on sale until the permit has been fully executed.

SECTION 16: Fire Regulations

Permittee, exhibitors and third-party contractors agree to comply with all federal, state and local fire and building codes that apply to places of public assembly. Due to the nature of the event and fire protection codes, the City of Madison Fire Marshal may require a fire watch at the Permittee's expense. See [General Fire Safety Requirements](#) in the Appendix for detailed rules, regulations and policies.

SECTION 17: Pyrotechnics

Pyrotechnics are prohibited except by pre-arrangement with the AEC and the City of Madison Fire Department. An application for a permit should be made at least 45 days before your event. Consult your Event Coordinator for further information, the permit can be found on the City of Madison Website [Here](#).

SECTION 18: Firearms and Ammunition

Guns or ammunition are not allowed on the AEC Campus except for on duty law enforcement. Guns or ammunition for exhibitors show must be approved by the Executive Director and follow these guidelines:

- A. Guns or ammunition may only be displayed, traded or sold at organized shows where these items would be considered related. This includes gun, sports, law enforcement and hunting shows. The display of guns at other types of events is prohibited.
- B. All guns brought in for display must be examined by an on- or off-duty police officer or deputy to assure their safety for display, trade, or sale. The inspection of guns is the responsibility of the event organizer.
- C. Any show where guns are likely to be brought in by the public will arrange for a police officer or deputy to be stationed at the entrance to perform above inspection on all carry-in firearms.

- D. All state, local and federal laws must be adhered to in regard to the proper transfer of ownership of any firearms or ammunition.
- E. Firing of weapons is strictly prohibited.
- F. Handling of firearms by minors is prohibited.

SECTION 19: Security & Dane County Sheriffs

- A. Security plans must be developed by the Permittee and provided for approval 20 days in advance of event. AEC will approve all security plans for events and has the authority to require additional security.
- B. The Dane County Sheriff's Department has jurisdiction over the AEC Campus and may be required for specific events at the permittee's expense.
- C. Based on expected attendance and the area(s) utilized, security personnel may be required by the AEC at Permittee's expense.
- D. AEC does not provide security coverage in utilized space, and is not responsible for security of space and contents within.
- E. When outside security firms are engaged by Permittee's for use on the AEC campus, they must be pre-approved by AEC.

SECTION 20: EMS & First Aid

Events may be required to have EMS or First-Aid on site at the Permittee's expense. EMS is provided by Fitch-Rona EMS or the City of Madison Fire Department. Confirmation for EMS or First-Aid service will take place with your Event or Sales Coordinator.

SECTION 21: Miscellaneous Provisions

- A. **Smoking:** AEC complies with the Dane County Clean Air Act and all buildings on the premises are smoke-free. The use of smokeless tobacco and/or all electronic and vaping devices is prohibited in all buildings. AEC reserves the right to designate outdoor areas as smoke free depending upon circumstances.
- B. **Lost and found:** All show offices must maintain their own lost and found. Upon closing of each event, all lost articles should be turned over to your Event Coordinator. Any items left for more than 30 days will be disposed.
- C. **OSHA and ADA regulations:** Compliance with the Occupation Safety and Health Administration (OSHA) and the Americans with Disabilities Act (ADA) is the responsibility of the Permittee and its service contractors.
- D. **Property removal:** Permittee is responsible to ensure the removal of all its property and equipment, and that of exhibitors, from AEC at the end of the permit period. Items remaining past the permitted period may be deemed abandoned and will be disposed of by AEC at a cost of time and materials with a minimum \$1,000 charge.
- E. **Responsibility of personnel:** Permittees are fully responsible for their actions and the actions of their employees, subcontractors, exhibitors, guests and other agents, including damages to any buildings and associated costs.
- F. **Solicitation:** Solicitation or collection of donations, whether made for charity or otherwise, cannot be made, attempted or announced without the prior approval of the AEC Executive Director.
- G. **AEC Tools:** Permittees may not use AEC equipment such as tools or ladders.

- H. **AEC phone numbers:** AEC office telephone numbers may not be published as official event numbers. Temporary phone lines may be installed for these purposes. Contact Event Services for information.
- I. **Pavilion Pipe and Drape:** The AEC will not supply drape inside either of the pavilions when a livestock show is in progress. The exception to this policy would be for drape to cover the windows from the inside of the parlor or for use in the upper or lower level of the pre-function area. If pipe is needed solely for banner placement or owner supplied drape, that may be coordinated on an as-needed basis. If a livestock show decides to outsource pipe and drape from a third party for their show, the decorating percentage fee will be waived.
- J. **Gratuities:** AEC prohibits any employee from accepting loans, advances, gifts, gratuities or any other favors from parties doing business with AEC. Show management, service contractors and exhibitors should refrain from any such activity.
- K. **Outdoor Exhibits:** Outdoor exhibit space may be provided on a permit basis and is subject to the same floor plan approval as other events. A permit is required from the City of Madison to erect or operate an air supported temporary membrane structure, or tent having an area above 400 square feet, or a canopy above 400 square feet. A canopy is defined as a temporary structure of fabric or pliable material supported by any means except the air of the contents it protects and is open without sidewalls on 75% or more of its perimeter. All tent layouts must be stamped for approval. Tents must have model approval and site placement approval. Depending on usage of the tent, additional approval from the Fire Marshal or electrical inspectors could be needed.

Drilling or anchoring in concrete or asphalt is prohibited within the facility. Outdoor drilling or anchoring must be approved in writing by AEC and requires Permittee to contact Diggers Hotline in advance at 1-800-242-8511.

- L. **Service Animals:** Service animals are permitted inside the facility. The ADA has defined a service animal as a dog that has been individually trained to do work or perform tasks for an individual with a disability. The task(s) performed by the dog must be directly related to the person's disability. Service animals must be harnessed, leashed or tethered unless these devices interfere with the service animal's work or the individual's disability prevents using these devices. In this case, the individual must maintain control of the animal thru voice, signal or other adequate controls.

AEC Technology Services

The Alliant Energy Center is committed to delivering top quality internet and technology services. We offer high-speed internet throughout our campus, indoor and outdoor. Our indoor facility has dedicated hardline up to 300ft. Throughout the campus, we offer public WiFi for light web browsing, email and social media. There are multiple access points that provide access to thousands of devices. Need to get more technical? The following services are available;

- Dedicated internet hardlines are available in various locations throughout the campus
- For basic internet browsing complimentary public WiFi is available throughout the campus
- To operate point of sale equipment and to conduct other business transactions by way of WiFi paid premium WiFi must be used, a variety of speeds are available
- VoIP phone service
- On-site technician staff for Permittee support
- If you have custom IT requirements, please contact your Event Coordinator

Appendix

Floor Plan Approval Process

AEC Event Coordinators will work with the Permittee to ensure floor plans meet all requirements of both the facility and the City of Madison Fire Department (MFD). To assist the Permittee with this process, the following guidelines are provided.

Exhibit floor plans must be approved by the AEC before the sale of exhibit space is made to prospective exhibitors. Floor plans should be sent to the Alliant Energy Center at least 20 business days prior to exhibit space sales. AEC will review and forward the floor plans to the MFD, if applicable, for final approval. AEC cannot accept floor plans until the Permittee has a fully executed Permit of Occupancy.

A. Recommended guidelines for floor plans:

1. All emergency exits, concession stands, networking areas and restrooms must remain unobstructed with not less than 10' clearance in front (to the show floor). This includes truck load-in bays at the rear of the hall. It is desirable for all points of ingress and egress to have a minimum of 20 feet of clear space.
2. All interior aisles should be a minimum of 10 feet wide.
3. People should never be more than 120 feet away from the nearest exit.
4. Dead-end corridors should be no longer than 20 feet.
5. All fire hoses and extinguisher cabinets must have a three-foot clearance and cannot be decorated or obstructed.
6. Exits required for emergency exit may not be obstructed.
7. Planning for food areas and eating areas with adequate space should be incorporated into the plan.
8. For exhibitor events, follow the AEC standard numbering process and layout.

B. Floor plans should be drawn to scale and contain the following:

1. Official name and date of show.
2. The area licensed.
3. Aisles and aisle width clearly indicated.
4. Carpeted and non-carpeted areas indicated.
5. Border pipe and drape indicated.
6. Seating areas for exhibit hall seminars.
7. Commodity of use (i.e., computer show, textile show, home and garden, etc.)
8. Registration area, if applicable.
9. Space for concession stand queuing.
10. Final floor plan must be submitted to your event coordinator at least 10 business days in advance of move in. Any changes submitted less than 10 business days out may be subject to additional fees.

C. Any variance of code must be requested in writing to the Alliant Energy Center.

1. Requests will be reviewed and forwarded to the MFD and MFD will make final determination.

General Fire Safety Requirements

The General Fire Safety Requirements apply to all events (trade, commercial, or otherwise whether or not the exhibit is open or closed to the public). Permittee, exhibitors, service contractors, and other involved parties must comply with all federal, state, and local fire codes which apply to “Places of Assembly.” (AEC) and the City of Madison Fire Department (MFD) must approve any exception to these rules and regulations in writing. The following are the AEC requirements and may not completely cover all the ordinances and regulations. MFD follows the International Fire Code (IFC) as well as the National Fire Protection Association (NFPA) 1 Fire Code. For additional information, please contact your Event Coordinator.

Emergency Plans

Emergency (all hazards), fire safety, and evacuation plans are required for all events and facilities. Plans for facilities must comply with Chapter 4 of the IFC. Plans and emergency preparedness for outdoor events must comply with Sections 403.12.2 and 3106 of the IFC Link. When an event includes indoor and outdoor activities, the emergency plan must be coordinated to ensure uniform preparedness and planning. Your Event Coordinator can help develop and execute event-specific emergency plans.

Capacity

Capacity for each indoor event and/or standard set-up must be determined, approved, and posted. An approved capacity must be posted for outdoor areas where people are corralled by fences or other barriers. This includes Willow Island because people are confined by water. In all cases, event operations must include the means to count people and limit the capacity to the maximum allowed capacity. See Chapter 10 of the IFC and Section 34.1004 of the Madison General Ordinances for more information.

Crowd Managers

Trained crowd managers are designed to help occupants within a facility or confined space exit in an orderly and safe fashion. When the occupancy load exceeds 250 indoors or 1,000 outdoors, trained crowd managers are required at the ratio of 1 crowd manager for every 250 occupants. Crowd managers may be provided at the expense of the Permittee. All AEC staff are trained crowd managers and may be able to help alleviate this requirement.

General Indoor Requirements

1. The trade show and/or exhibition must be set up as indicated on the approved floor plan. See Floor Plan Approval Process for more information.
2. Truck bays are emergency exits. When a building is occupied or open to the public, the truck bays must be free and clear of any obstructions such as carts, equipment, or any solid objects. It is permissible to drape over the bays, but behind the drape must be completely clear when the building is occupied.
3. All draperies, curtains, table covering, skirting, carpet decorations, or other materials used in exhibits must be flame retardant and are subject to inspection by the MFD. Treatment shall be renewed as often as necessary to maintain the flame-retardant effect.
4. All required exit doors must remain unlocked, unobstructed, and in proper operating condition at all times when the building is occupied. Exit signs must be visible from all areas. If not, temporary exit signs must be posted.
5. All exits, hallways, passageways, and aisles must be kept clear and unobstructed at all times. No person, except for an AEC employee, may occupy these during any performance or public gathering.
6. Every meeting room must have at least two emergency exit routes from the room.

7. Empty boxes, crates, cartons, packing materials, and other combustible materials may not be stored in exhibit halls, meeting rooms, or exit areas occupied by the public.
8. Use of lobby areas must adhere to the following:
 - a. For registration purposes:
 - i. Storage of combustible materials needed for registration (paper, boxes, etc.) must be limited to a one-day supply.
 - ii. Registration booths and lounge areas are to be set up in the designated area.
 - b. As a waiting area in lobbies or similar spaces:
 - i. Patrons may be allowed to wait in a lobby if such use does not encroach upon the required clearance for ingress and egress.
 - ii. Such waiting areas shall be separated from exit ways by fixed railings not less than 36" high.
 - c. A booth or counter, for the sale of merchandise, may be placed in a lobby so that the front of the booth or counter is located not less than five feet back of the line marking the required clearance, for exit purposes.
9. Combustible materials within exhibit booths shall be limited to a one-day supply.
10. Firefighting and emergency equipment cannot be hidden or obstructed. A three-foot clearance around fired hose cabinets, portable fire extinguishers, alarm pull boxes, and standpipes must be maintained at all times.
11. Compressed flammable gases are prohibited inside buildings. These include acetylene, hydrogen, propane, and butane.
12. All fuel-powered vehicles (forklifts, cranes, etc.) not on display must be removed from the building before attendees are allowed into the exhibit space. All forklifts, whether fueled by gasoline or propane, must be equipped with a fire extinguisher.
13. Vehicles cannot park in fire lanes or block exits outside any building.
14. Flammable or combustible liquids – pool chemicals, pesticides, herbicides, etc., are prohibited inside all buildings.
15. Hazardous chemicals or materials (radioactive material, gasoline, kerosene, cleaning solvents, or other petroleum-based materials) are prohibited inside buildings. Please note: small samples of some of these products may be allowed in conjunction with certain exhibits or trade shows when approved in advance by the AEC and the MFD.
16. Exhibit booths or exhibit enclosures more than 50 feet from the exit access aisle are required to have at least two exits opposite each other.
17. Class I lasers are permitted; Class II lasers are prohibited.
18. Explosives and blasting agents are prohibited. Ammunition and pyrotechnics may be allowed under certain conditions and with the advance approval of the AEC and the MFD. Additional information can be found in the Guns/Ammunition section of the Facility Policies.
19. Open-flame devices are prohibited. A small number of candles may be permitted, provided: prior approval is granted by AEC and the MFD; candles are securely supported on non-combustible bases and are located away from any combustible materials; candles are protected by hurricane lamps, glass globes, wire mesh cages or similar protective devices.
20. Coolants, lubricants, wastewater, or any other waste material that could be considered hazardous according to EPA standards must be removed. Under no circumstance shall this material be disposed of on AEC property.

21. Drip pans and scrap buckets must be provided when operating machinery to prevent lubricants, paint, etc. from staining the floor and/or causing a safety hazard. Any special clean-up will be billed to the Permittee.
22. Combustible waste is to be collected as it accumulates and stored in non-combustible, covered containers in a designated area outside the building. These containers are to be emptied at least once each day and must be removed from the site at the Permittee's expense.
23. Exhibitions and trade shows cannot open if fire code or policy violations are present. Show management is responsible for ensuring all fire code violations are corrected. Violations must be corrected within the time determined by MFD. Failure to comply may result in denial of the show opening.

Exhibition Hall Specific Requirements

1. During trade shows using Hall A of the Exhibition Hall, the north wall of Hall A will need at least two sets of doors unobstructed and available for emergency exiting. The exits will be determined by your Event Coordinator based on the distribution of exits required for the space used. During trade shows using Hall D of the Exhibition Hall, the south wall of Hall D will need at least two sets of doors unobstructed and available for emergency exiting. The exits will be determined by your Event Coordinator based on the distribution of exits required for the space used. At any time that doors with lighted exit signs are blocked or obstructed following these guidelines, the lighted sign will be covered with opaque material so that the exit sign is not visible.
2. In a concert or public assembly event, no exit doors may be blocked or obstructed anywhere in the hall.
3. The service corridors around and behind meeting rooms are emergency exits and at all times must have a free and clear path no less than six feet wide in a direct line from the meeting room exit to all possible exits in the corridor. These corridors cannot be used for storage or occupied space.

Electrical Requirements

1. All electrical equipment must be U.L. tested and approved for the stated specific use. Electrical equipment must be installed, operated, and maintained in a manner that does not create a hazard to life or property. All 120-volt cords must be three-wire grounded. All exposed non-current metal parts of equipment must be grounded.
2. Extension cords shall not be used as a substitute for permanent wiring. Extension cords are permitted only with portable appliances or fixtures. While in immediate use the following applies:
 - a. Each extension cord must be plugged directly into an approved receptacle and, except for approved multiple extension cords, serves only one appliance or fixture.
 - b. The current capacity of the cord shall not be less than the rated capacity of the appliance or fixture.
 - c. The extension cord shall be maintained in good condition without splices, deterioration, or damage.
 - d. Extension cords and flexible cords shall not be affixed to structure, extend through walls, ceilings, floors, under doors, or floor covering, and shall not cause environmental damage. AEC Electricians may run extension or flexible cords under floor coverings in conjunction with an exhibit or trade show when approved by MFD.

Cooking Indoors

Cooking may be permitted in the exhibit halls with advance approval of the AEC and the MFD. A fire watch may be required during show hours. A 20 BC fire extinguisher and lid are required for each appliance. Exhibitors using heated oil or grease for cooking (or for any other purpose) must have a type “K” fire extinguisher present. Fire code prohibits the use of any type “B” extinguisher to extinguish a cooking oil or grease fire. Small cans of Sterno are permissible when proper precautions are taken to prevent the ignition of combustible materials. Cooking and food-warming appliances must meet the following criteria:

1. Electrical appliances and hot plates are the preferred methods for cooking.
2. All appliances must be listed by a nationally recognized testing laboratory (i.e., U.L., F.M.) for their intended use.
3. All appliances must be isolated from the public following spacing below.
 - a. Cooking appliances such as griddles, fryers, and exposed flame – 48-inches or a barrier
 - b. Other cooking devices – 24-inches or a barrier
 - c. Food warming – no set-back
4. All appliances must be placed on non-combustible surface materials.
5. All appliances must be kept a minimum of two feet away from any combustible materials and two feet from other appliances.
6. All appliances must be equipped with automatic shut-off to prevent overheating.
7. Each cooking surface must be limited to 288 square inches.
8. Fryers are permitted only if they have an airtight cover and with the permission of AEC. Open fryers are strictly prohibited.
9. Propane cooking is permitted but only with tanks of five pounds or less. The tank must be secured in an upright position to avoid tipping over. Any reserve tanks must be secured and stored outside the facilities. Each propane appliance must be spaced 20 feet apart.
10. Flame grills are permitted outside based on space available outside of the exhibit hall on the loading dock. Dock space must be arranged in advance with the permission of AEC.

Canopy, Tents, and Membrane Structures

Indoors

Pop-up tents, tents, and similar canopy roofed structures are allowed indoors at AEC in the following areas: Exhibition Halls A-D, Exhibition Hall Lobby, Pavilion 1 Show Floor, Pavilion 2 Show Floor, and the Arena Building Show Floor. Tents outside of these areas require approval from AEC. All pop-up tents, tents, and similar canopy structures must meet the following criteria:

1. If in a building that has fire sprinkler protection, tents exceeding 300 square feet shall use perforated or porous materials that will not obstruct fire sprinkler protection or be protected by automatic extinguishing systems.
2. If in a building that does not have fire sprinkler protection, tents exceeding 300 square feet shall be protected by automatic extinguishing systems.
3. If in a building that does not have fire sprinkler protection, each tent shall have a 2A–10B:C portable fire extinguisher. The fire extinguisher must be clearly visible and readily accessible.

4. Tents shall be spaced at least 10 feet apart from other tents.
5. Tents must be flame retardant.
6. Tents cannot obstruct Emergency Exit Signage.
7. All tents combined cannot exceed 10% of the total floor area within a room.

Outdoors

MFD requires a license and notification of operation form for temporary tents, air supported, and temporary membrane structures having an area of 401 square feet or greater. The notification applies to multiple tents set up side by side having an aggregate area of 401 square feet or greater, if there is not a 12' fire break. They must also follow all of the guidelines listed in the *Use and Operations of Tents and Temporary Membrane Structures* document. If the tent is for a food vendor, additional requirements apply. The license, notification of operation, compliance guidelines, and cooking information can be found [here](#).

Welding Equipment

The use of welding or cutting equipment as part of an exhibit must be approved on an individual basis by the Alliant Energy Center and the Fire Marshal and must meet the following requirements:

1. The Alliant Energy Center fire sprinkler system must be in service.
2. Welding and cutting equipment must be in proper working order.
3. No combustible or flammable materials are within 35 feet of the work site or, if 35 feet cannot be allotted, protective covers, fire-resistant shields, or guards must be used.
4. All wall and floor openings within 35 feet of the site must be tightly covered to prevent sparks from passing through to adjacent areas.
5. Cylinders containing compressed gases used at the site cannot be charged more than 2500 cubic feet. Cylinders located at the welding/cutting site must be connected for use. Additional cylinders, containing approximately one day's supply, can be stored in an approved area outdoors, but not near a building exit.
6. A fire watch is required during and up to 30 minutes after operation of equipment.

Outdoor Events

Site Plan

All outdoor events using the AEC grounds must submit a site plan indicating the approved fire lanes, emergency ingress and egress, and evacuation routes. The plan must include the primary points of the first response for MFD responses. Plans must address special event parking areas where vehicles with trailers block normal access routes. In addition, a summary of the anticipated number of attendees, average daily attendees, and the maximum number of attendees at one time is required.

Carnivals, Fairs, and Food Vendors

1. Necessary fire extinguishers must be provided by the owner of the concession operation at all concession stands, cooking areas, and refueling areas.
2. Electrical distribution systems shall be inspected and approved by AEC electricians.
3. Concession stands with cooking facilities shall be located at least ten feet from other stands, rides, and buildings.

4. All rides and amusements where people are more than thirty-five feet above ground level must provide a twenty foot wide lane around the entire ride for fire apparatus access.

Appendix A

Livestock & Equestrian Events New Holland Pavilions, Arena and Coliseum

Venue description – size, doors, ventilations, wash racks, manure storage, rental inclusions, seasons of shows/water availability.

Show rings

Show rings are constructed of temporary paneling. Standard show ring sizes are listed below and alterations from standard ring sizes require advanced approval, as well as labor and equipment charges may apply for any approved alteration. Contact a Sales Representative for more details.

New Holland Pavilions: Standard ring sizes are approximately 108' x 214'. Pavilion #1 can accommodate (1) ONE show or warm-up ring with Kiser footing. Pavilion #2 can accommodate (2) TWO show or warm-up rings. The east side has dirt as footing and west ring has Kiser footing.

Coliseum: Show ring is a maximum of 105' x 200' with two 10' and one 14' entry/exit doors.

Outside Arena: Ring size is 120'x225' and cannot be changed.

Dirt & Footing

Black Dirt footing and Kaiser footing are both available in the show rings. Generally, dirt is at a depth of 8 inches. Modifications to ring size and footing type may be made base on availability and change backs for labor and equipment. Changes to ring size or footing type must be finalized 6 months prior to the show start. Applying sawdust and shavings on top of footing requires AEC approval. If sawdust or shavings are approved, installation and removal are the responsibility of the Permittee. Installation and removal must be completed within contracted move in or move out dates, times.

Stalling

Horse: 10' x 10' portable metal stalls with 4' solid poly bottoms and vertical bar tops. A limited number of stallion upper panels are available.

Beef/Dairy: 7' tall metal panels with tie up bar 24" from ground and vertical bar open top 4' from the ground.

Sheep/hogs/goats: 6'W x 6'D x4'H metal pens with vertical bars at 2¼" spacing. 5' bow gate entry doors.

Mulch used to bed aisle ways in the Pavilions is prohibited.

Decorations

Decorating or signing of stalls is permitted. However, alteration of any portion of any panels is strictly prohibited. Recommended decoration type is hanging with "J" hooks, zip ties, string, or clamps. All decorative materials must be removed at the completion of the show. Fees may apply for cleanup of decorations. Drilling, taping, stapling, nailing, welding, screwing, and adhesives are prohibited from use on any livestock stalling or building surface.

Hoof Painting

Painting of hooves is prohibited on any concrete surface inside the Pavilion and under the overhangs. Painting is allowed on the blacktop surfaces outside the buildings with the use of a board, rubber mat, feed bag, etc. under the hooves. Cleanup fees will be charged to Permittee for violations.

Waste & Manure Disposal

Concrete manure storage areas are located outside of both pavilions under covered overhangs. Disposal of manure will be billed on Permittee's post-event invoice. Manure and bedding must be free of foreign matter and trash. Manure and bedding with mixed trash will be subject to extra sorting charges. Trash barrels are distributed throughout the facility for trash collection. Sharps containers can be requested for proper disposal of needles.

Wash Racks

The Pavilions have (11) eleven covered external wash racks for livestock washing. Wash racks are lighted, with double the bars and multiple standard hose bibs. Washing is permitted only at the wash racks (washing outside the wash racks or Pavilions is considered to be a pollutant by local code). Wash racks may be unavailable due to winterization, contact your Sales Coordinator for more details.

Parking

A parking plan is required for all livestock shows. Parking staff are required for animal move in at the Permittee's expense. The number of parking staff will be determined based on the size of the show. Trailer parking is prohibited in the front northeast and southeast lots at the Alliant Energy Center. All trailers must be staged in the northwest or southwest lots. Parking is not allowed in the fire lanes. When in the best interest of the public and shows, Alliant Energy Center may require more specific and efficient parking of livestock trailers. Cleaning trailers in a parking lot or grass areas is prohibited and shows may be liable for cleanup expense.

Milking Facilities

Events may request use of the on-grounds milking parlor for the removal and/or storage of milk. The milking parlor is for milking only and cannot be used as a storage area. It is the responsibility of the Permittee to arrange for removal or disposal of all milk (whether originated from the parlor or other location) and biological material from the premises with 48 hours of the event conclusion. As directed by

the Wisconsin State Milk Inspection Guidelines, “Milk removed from any animal not originating in the parlor system may not be sold for human consumption.” If the milking parlor is needed, event management must contact BouMatic to receive proper training on equipment. It is the responsibility of the event management to staff the parlor and determine hours of operation. Any income received from the sale of milk retrieved from the parlor is distributed at the discretion of the show management. Return the parlor to the condition it was found in, otherwise clean up fees will apply.

Per MMSD ordinance 84-001, Article V the Madison Metropolitan Sewage District (MMSD), exhibitors are not allowed to dispense raw milk or other biological materials into any floor drains or release outlets on the Alliant Energy Center campus. Violation of this ordinance may result in financial penalties as allowed by State, County and local statutes.

Exercising Animals

Alliant Energy Center has extensive lawns and landscaped areas that greatly enhance the facility. Exercising or riding on the lawns is prohibited. Show management is responsible for informing exhibitors and ensuring that exercise is limited to designated exercise or paved areas only. Damage to landscaped areas will be the responsibility of show management and will be reflected on the final invoice.

Livestock health regulations

Alliant Energy Center observes the regulations set forth by the Wisconsin Department of Agriculture. Show management is responsible for assuring state requirements are met for all livestock associated with their event. Alliant Energy Center recommends using the WI DATCP website for the most up-to-date requirements for the state. <http://datcp.wi.gov/animals>.

Injured and Dead Animals

It is the responsibility of permittee to remove sick, injured or dead animals from the property in a timely manner.

Ring Dragging, Rendering Companies & Watering

Dragging or watering of rings will be performed by Alliant Energy Center or, in coordination with your event planner, may be completed by your organization. If completed by the Permittee, a rental fee for the tractor will apply. Please contact Alliant Energy Center Sales staff for details and options.

Aisle Sweeps

Aisle sweeping in the Pavilions may be performed by Alliant Energy Center Staff for a fee. Frequency of sweeps can be determined by availability of staff and perform sweeping, aisles must be clear of obstructions 7:00am – 3:00pm.

Tie Outs

Portable cattle tie outs are available on the Alliant Energy Center campus. Please contact Alliant Energy Center Sales staff for details and options. See the space, equipment and labor rate sheet for current rates on portable tie outs.

Fire Code

Please see The General Fire Safety Requirements for all full facility Fire Code policies.

- Grills or any open flame cooking device are prohibited within the Pavilions. They can be used outside of the buildings and must be located 30' from the building or hay storage.
- LP-gas, charcoal, and wood burning appliances are prohibited.
- Propane storage is not allowed within any building and must be stored 30' from the building or in a designated storage location as determined by the Event Coordinator.
- Generators are not allowed on AEC campus unless approved under special circumstances and placed in approved locations.
- Hay storage must be approved by your Event Coordinator.
- Trailers and Vehicles must follow all requirements within the General Fire Safety Requirements.
- Pop-up tents and canopies are allowed by following the General Fire Safety Requirements.
- Human Sleeping is not permitted within the Pavilions.
- Electric cooking appliances are allowed following these requirements:
 - Event must maintain a continuous fire watch.
 - Each appliance must be used in accordance with the manufacturer and the building electrical systems is sized and installed to support the electrical load.
 - AEC electrical Departments inspects power connections.
 - Maintains 2' of separation from combustibles.
 - Limited to 3 appliances per pop-up tent.

Pavilion Specific Equipment and Services Included with Building Rental

20 barn tables and 50 chairs

All utilities

Announcer platform and/or sale platform per ring

Building sound with one (1) wired microphone per ring

Complimentary WiFi

Exterior wash racks available from April 1st to November 1st

Four (4) bleachers per Ring

Milking Parlor for Dairy shows only

One (1) Ring Drag per day between the hours of 7:00am to 3:00pm

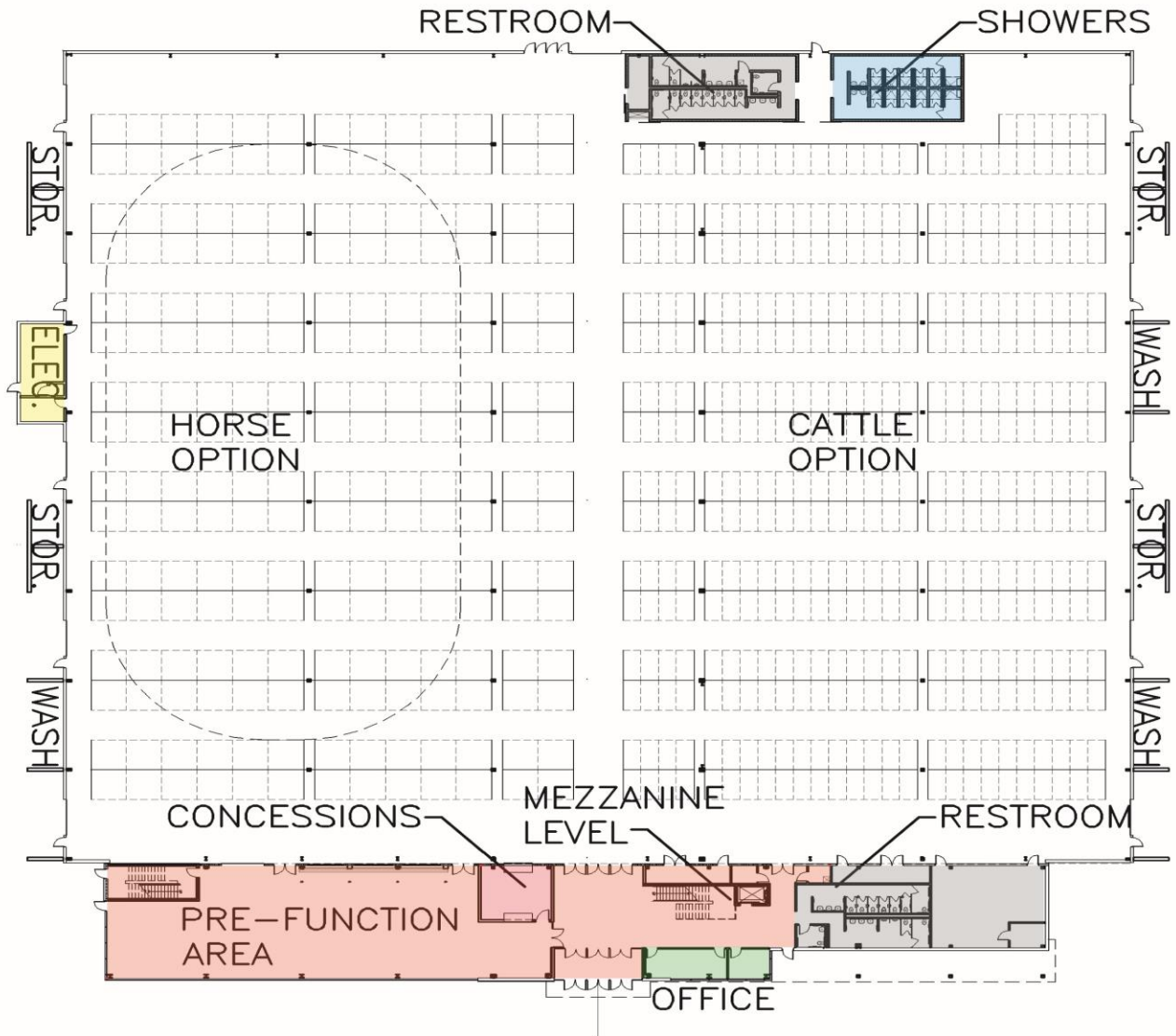
One (1) semi of manure per rented day

Pavilion 1 showers

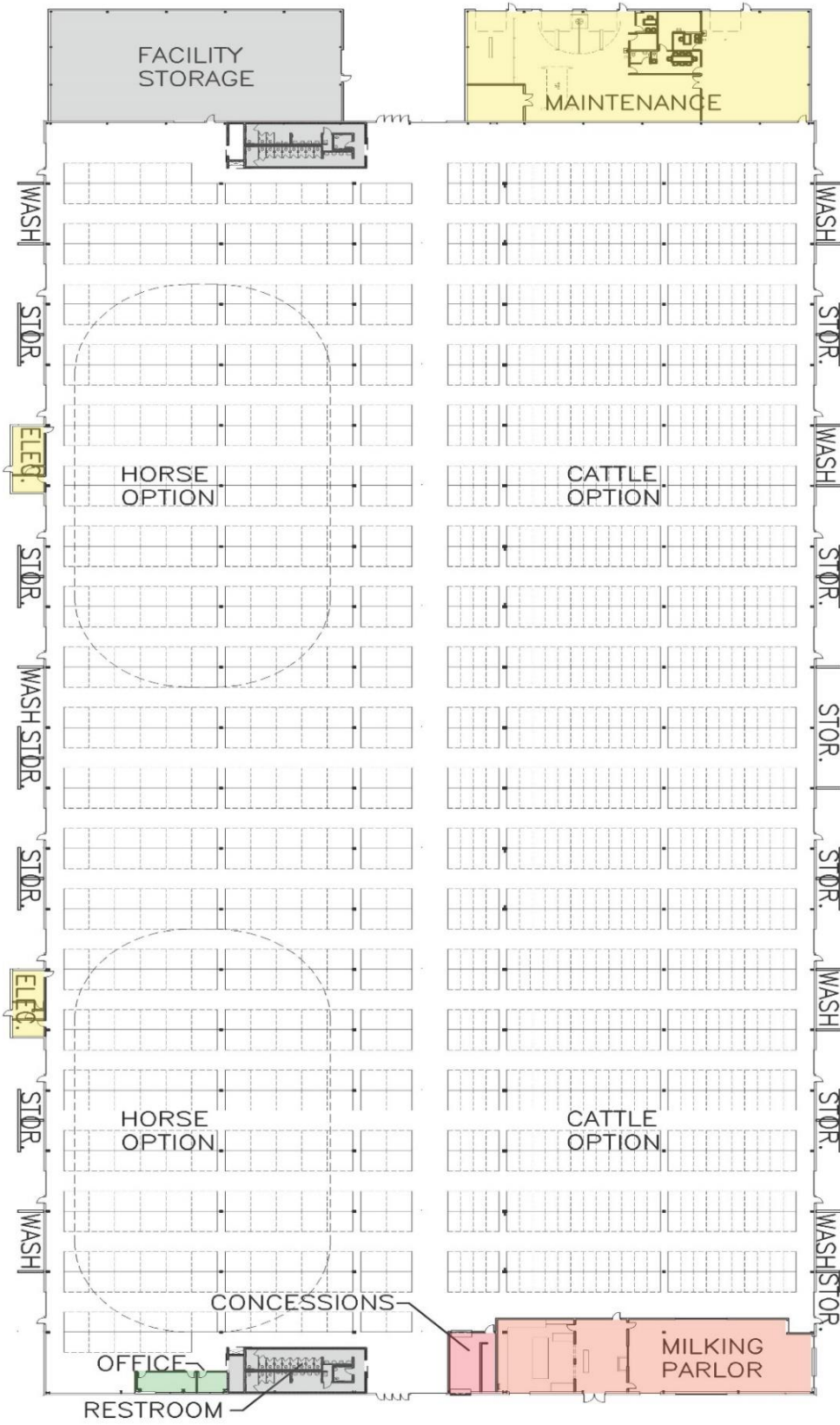
Show office w/standard set up

Stalling for livestock as needed, final count must be provided 30 days before event start

Pavilion 1



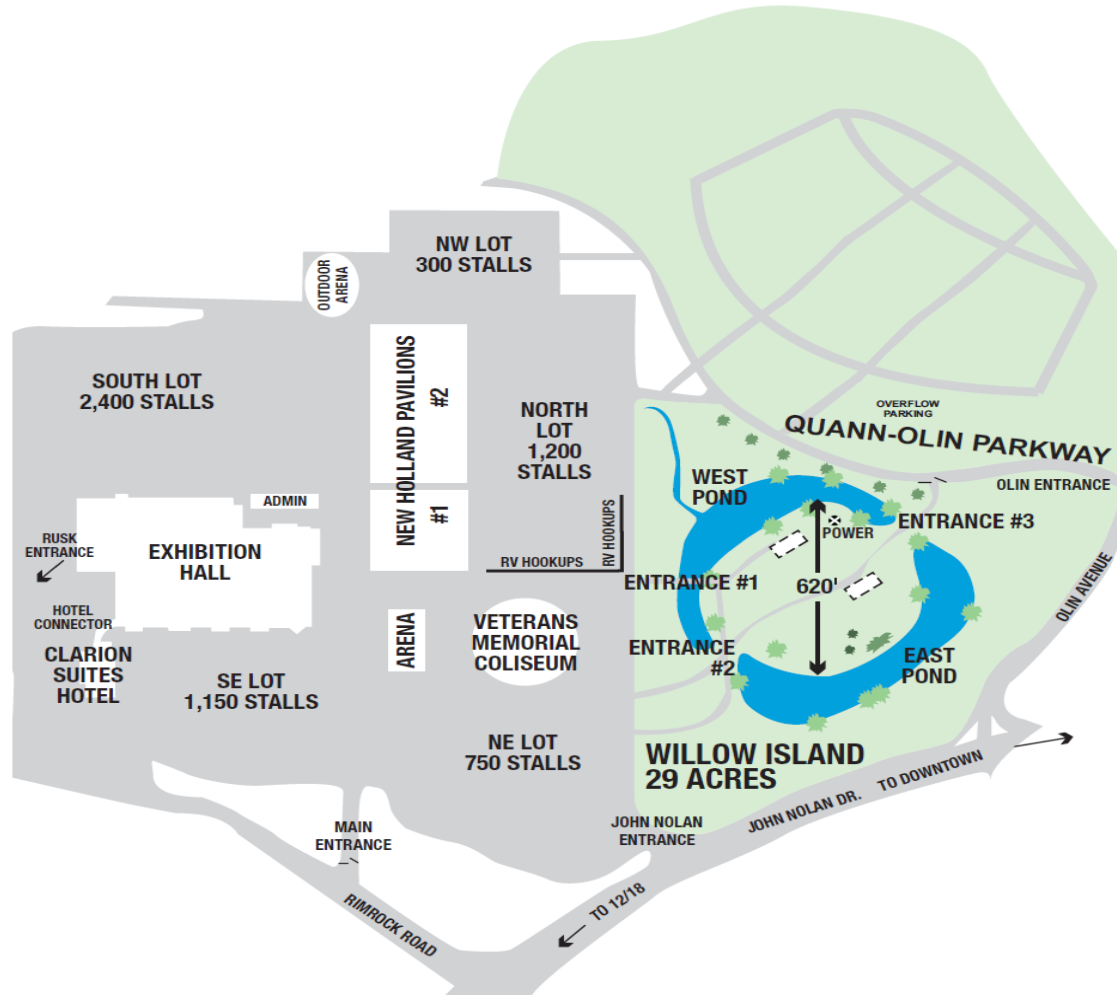
Pavilion 2



Arena



Maps



| Alliant Energy Center of Dane County | | | | |
|--------------------------------------|--------------|------------|-------|-------------|
| PARKING LOTS | | | | |
| Lot | Dimensions | Square Ft. | Acres | # of Stalls |
| Northeast | 400' x 820' | 328,000 | 7.6 | 750 |
| Southeast | 600' x 720' | 432,000 | 10 | 1,150 |
| North | 425' x 1000' | 425,000 | 9.9 | 1,200 |
| South | 540' x 1100' | 594,000 | 16.7 | 2,400 |
| | 400' x 340' | 136,000 | | |
| Overflow Northwest | 580' x 290' | 140,800 | 3.23 | 300 |

APPENDIX C

Hotels in Area

On property

Clarion Suites at Alliant Energy Center

2110 Rimrock Road, Madison, WI 53713

608-284-1234

Adjacent to AEC campus

Holiday Inn Express and Suites Madison-Central

610 John Nolen Drive, Madison, WI 53713

608-709-5050

Home2Suites Madison Central Alliant Energy Center

2153 Rimrock Road, Madison, WI 53713

608-949-9650

Sheraton Madison Hotel

706 John Nolen Drive, Madison, WI 53713

608-251-2300

Comfort Inn

722 John Nolen Drive, Madison, WI 53713

608-255-7400

Within 3 Miles of AEC

AC Hotel Marriott Downtown

One North Webster Street, Madison, WI 53703

608-286-1337

America's Best Value Inn-Mayflower

2509 Perry Street, Madison, WI 53713

608-221-9999

AmericInn Lodge and Suites Madison South

101 W. Broadway, Madison, WI 53716

608-222-8601

Country Inn and Suites

400 River Place, Madison, WI 53716

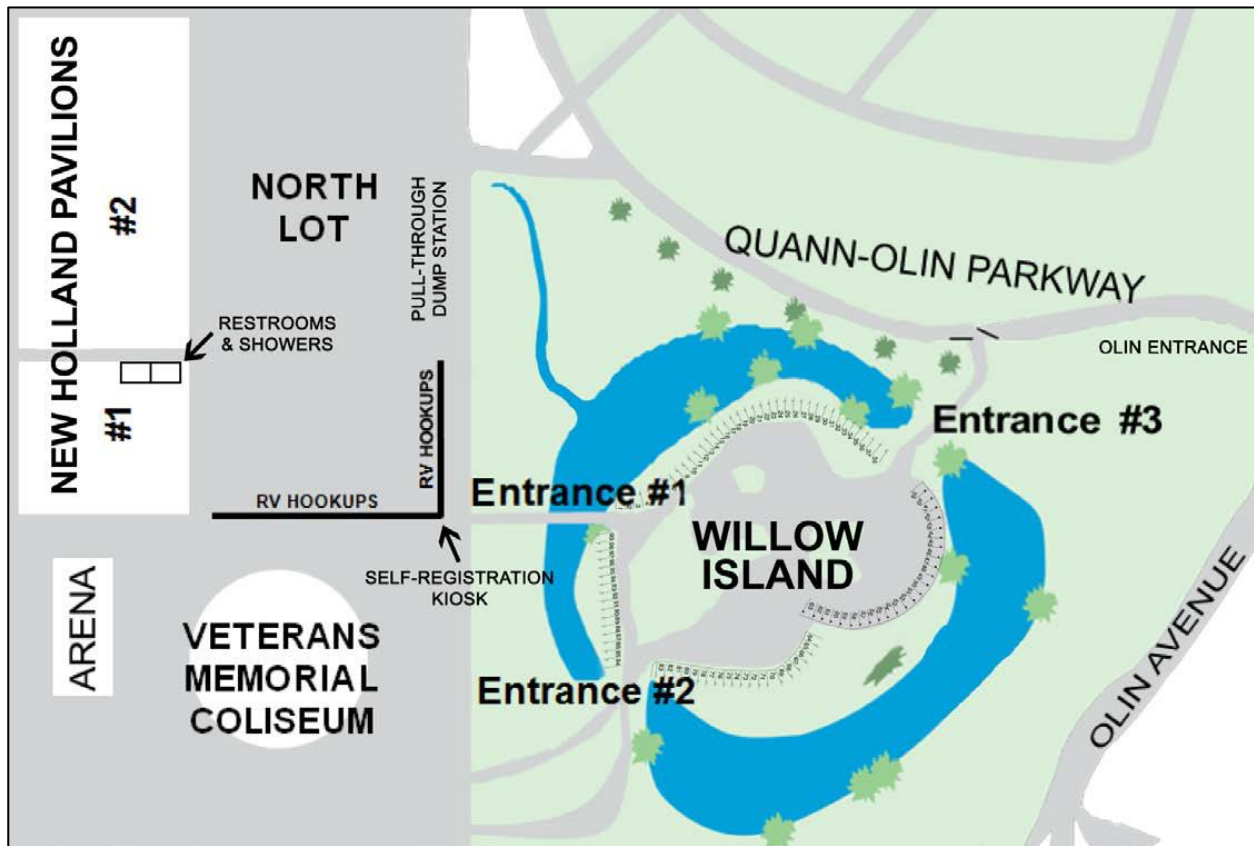
608-221-0055

Doubletree by Hilton

525 W. Johnson Street, Madison, WI 53703

608-251-5511

APPENDIX D



Event Camping at the Alliant Energy Center

Camping Rules and Regulations

The AEC offers overnight camping only for campers associated with an event in progress. Camping is self-registration and on a first-come, first-served basis, except when otherwise noted. Camping includes access to 24-hour restrooms and showers in New Holland Pavilion #1. North lot camping provides up to thirty-five 30 amp connections with water hook-up access, while Willow Island camping features twenty-five 20/30/50 amp hook-ups and seventy-four 20/30 amp hook-ups with water hook-up access. Camping location may be determined by event agreement.

If self-registering, please use the envelope provided at the Camper Self-Registration Kiosk at the northeast corner of the North Lot (near Entrance #1 to Willow Island). It serves as both an envelope for the camping fee and a permit for your vehicle. No camping is allowed in any area except as designated and with prior approval. Parking is not included with the camping fee.

For current parking and camping rates information, please go to the Willow Island tab on the Alliant Energy Center website: www.alliantenergycenter.com. Quiet hours must be observed between 10:00pm and 7:00am. Vehicles parked without a valid permit violate County ordinances and will be cited or towed.

Campsite water is available from to April 15 October 15. Water may be unavailable during periods of extreme weather, as determined by the AEC.

