



# **Alliant Energy Center**

---

PERFORMANCE VENUES:

**Veterans Memorial  
Coliseum &  
Exhibition Hall**

FACILITY USER'S GUIDE

# Venue Information

## Veterans Memorial Coliseum

<b>Building</b>	Round, domed, arena	
<b>Capacity</b>	10,230	General Admission
	8,844	Reserved (unobstructed) End Stage
	9,887	In the Round
	9,455	Basketball
	7,890	Hockey
	7,672	¾ House General Admission
	5,500	¾ House Reserved
	Varies	With seats eliminated through use of Black Out Curtain.
<b>Door Policy</b>	General Admission	1.5 Hours Prior To Performance
	Reserved Seats	1 Hour Prior To Performance
	Door policies are firm. A change requires written permission from the Director.	
<b>Load-in</b>	Two bay loading dock with two dock levelers and covered canopy at load end. Load out approximately 50' from back of stage. Two 10' and one 14' roll-up doors. The building's second level is accessed by exterior drive-up ramp. Elevator access to the second and third floors.	
<b>Rigging</b>	See guidelines and schematics on following pages.	
	<b>Dome</b>	96 ft. to center ceiling; 65 ft. to rim of ceiling
	<b>Low Steel</b>	75 ft., 60 ft.
	<b>High Steel</b>	96 ft.
	<b>Scoreboard</b>	10.8 ft. x 6.5 ft. House center; 39'11" clearance from floor in highest position
<b>Basketball Floor</b>	60 ft. x 112 ft. entire floor	
<b>Stage Type</b>	StageRight ME 500	
<b>(House Sets)</b>	<b>Size</b>	4,000 sq. ft. maximum 18" to 78" (Two-inch increments)
	<b>Deck Type</b>	"Techstage" black fiberglass FRP surface in 4' x 8' sections 50% of unobstructed under deck (STAGERIGHT) Linoleum tile surface on 6' x 8' decks (SICO)
	<b>Stairs</b>	Includes reflective treads
	<b>Skirt</b>	100 ft. black velour (STAGERIGHT)/black velour (SICO)
	<b>Rail</b>	100 ft. at 42"
	<b>Barricade</b>	120' ft. (STAGERIGHT) barricade 200 ft. steel crowd control barricade with wire mesh front 100 ft. bicycle barricade
	<b>Curtains</b>	Full theatre curtains available including borders, legs, act and rear. 24 ft. tall, 60 ft. wide from fixed batten positions.
<b>Intercom</b>	Clear Com Cue System	
<b>Power</b> (See diagram)	<b>200 &amp; 400 AMP 3PHZ 208V</b>	STAGE RIGHT/LEFT 90 ft.& 160 ft. from upstage center

<b>House Lights</b>	<b>Location</b>	Sound booth or portable sound
	<b>Type</b>	Dimmable LED stadium lights (125 foot candles on floor)
	<b>Control</b>	House electrician
	<b>Message</b>	Two lighted message centers in the arena proper run upcoming events, public service and paid advertising. These are operated before performances and at intermissions. The boards are turned off five minutes prior to performance.
<b>3 Forklifts</b>		6000 lb. capacity, side shifts, 4 ft. tines (extensions available) 8 ft. down height, 18 ft. up height; <b>Propane fuel</b>
<b>9 Dressing Rooms</b> (See diagram)	<b>Team Rooms 1-4</b>	570 sq. ft., 50 ft. from stage, bath and team shower
	<b>Dressing Rooms 1-4</b>	120 sq. ft., 50' from stage, bath w/private shower
	<b>Green Room</b>	400 sq. ft. private bath w/shower
	<b>Furniture</b>	House owns convention-type furnishings: rentals available
	<b>Plants</b>	Rental
	<b>Phones</b>	By House
<b>Production Office</b>		400 sq. ft., 50' from stages
	<b>Phones</b>	By House
<b>Video</b>		Professional production available on site by Token Creek. 608-849-4965
<b>Catering/ Concessions</b>	<b>Company</b>	Centerplate
	<b>Contact</b>	608-661-0525
<b>Hotels</b>		<b>Clarion Suites</b> – 608-284-1234, (Attached to Exhibition Hall)
		<b>Comfort Inn Madison Downtown</b> – 608-255-7400, 722 John Nolen Dr., 53713
		<b>Sheraton Madison Hotel</b> – 608-251-2300, 706 John Nolen Dr., 53713
		<b>Holiday Inn Express &amp; Suites</b> – 608-709-5050, 610 John Nolen Dr., 53713
		<b>Home2 Suites</b> – 608-949-9650, 2153 Rimrock Rd., 53713
		(For additional hotels, please see list included with this guide.)
<b>House Personnel</b>	<b>Electrician</b>	House
	<b>HVAC</b>	House
	<b>IATSE</b>	608-848-9084
	<b>Parking</b>	House
	<b>Usher Staff</b>	House
	<b>Box Office</b>	Madison Ticket Agency 608-267-3995
<b>Security</b>	<b>Fire</b>	608-210-7261 (Town of Madison)
	<b>Inside &amp; Traffic</b>	Contact House (County Sheriff's Dept.)
	<b>Outside</b>	Contact House (Town of Madison-Police 210-7262)
	<b>Private (T-Shirt)</b>	Suggestions available
<b>Security Breakdown</b>	<b>Report</b>	1/2 hour prior to doors
	<b>Contact</b>	House

<b>Safety</b>	At no time will the House allow any violation of federal, state or local regulations concerning public safety. This shall include but not be limited to rigging, pyrotechnics, aisles and exits, ventilation and air quality, and proper light levels.	
<b>Smoking</b>	<u>All buildings are smoke free (including all electronic and vaping devices) by Dane County Ordinance. This ordinance carries a fine per violation.</u>	
<b>Pyrotechnics</b>	Permit required from Town of Madison Fire Department. (See sample form.) Please consult your service representative for further details.	
<b>Exterior Signage</b>	No signs, banners or messages of any kind may be directed to traffic on John Nolen Drive, Rimrock Road or Olin Ave.	
<b>Curfew</b>	Per county ordinance, minors are not allowed on the streets during certain hours unless accompanied by a parent, legal guardian, or an adult with permission of a parent or legal guardian.	
	Under age 15	Sunday through Thursday 10:00 p.m. to 5:00 a.m. Friday and Saturday 11:00 p.m. to 5:00 a.m.
	15 through 17	Sunday through Thursday 11:00 p.m. to 5:00 a.m. Friday and Saturday Midnight to 5:00 a.m.

# **The Alliant Energy Center**

## **RIGGING GUIDELINES FOR THE COLISEUM**

### **A. General Rules (which apply in all cases)**

1. All rigging plots must be submitted for prior approval by the Alliant Energy Center Director of Operations no less than four weeks prior to the performance date. The Alliant Energy Center reserves the right to determine proper load point distribution and location on the roof support system.
2. All hanging loads shall be attached to the radial rib members within three feet of an intersection with a circumferential ring member.
3. In no case shall hanging loads be attached to circumferential ring members, cat walks or light racks.
4. In no case shall the total of all loads attached to a radial rib member within three feet of an intersecting circumferential ring member exceed 4,000 lbs.

### **B. Center Stage Rules**

1. If the loading is essential symmetrical and distributed within the shaded area shown on sheet SK-14 attached, the total permissible rigging load is 150,000 lbs.
2. If the loading is distributed within any half circle of the shaded area shown on SK-14, the total permissible rigging load is 100,000 lbs.

### **C. North Stage Rules**

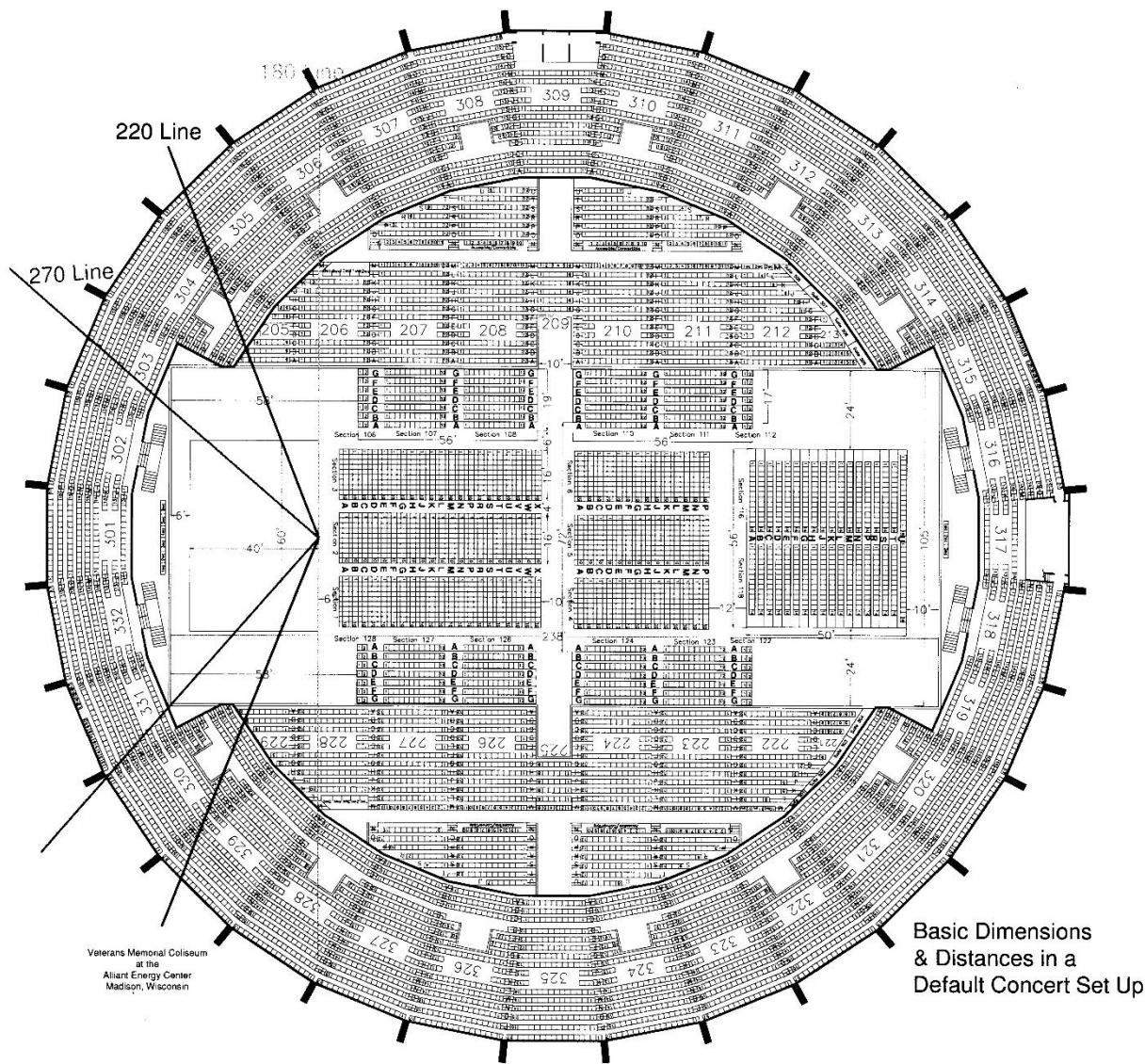
1. If the loading is distributed to up to 20 locations within the shaded area shown on sheet SK-8 attached, the total permissible rigging load is 53,000 lbs.
2. If the loading is distributed to between 21 & 27 locations within the shaded area shown on sheet SK-8, the total permissible rigging load is 62,000 lbs.
3. If the loading is distributed to 28 or more locations within the shaded area shown on SK-8, the total permissible rigging load is 80,000 lbs.
4. The total permissible load within the shaded area shown on SK-8 shall not exceed 80,000 lbs. in any case.

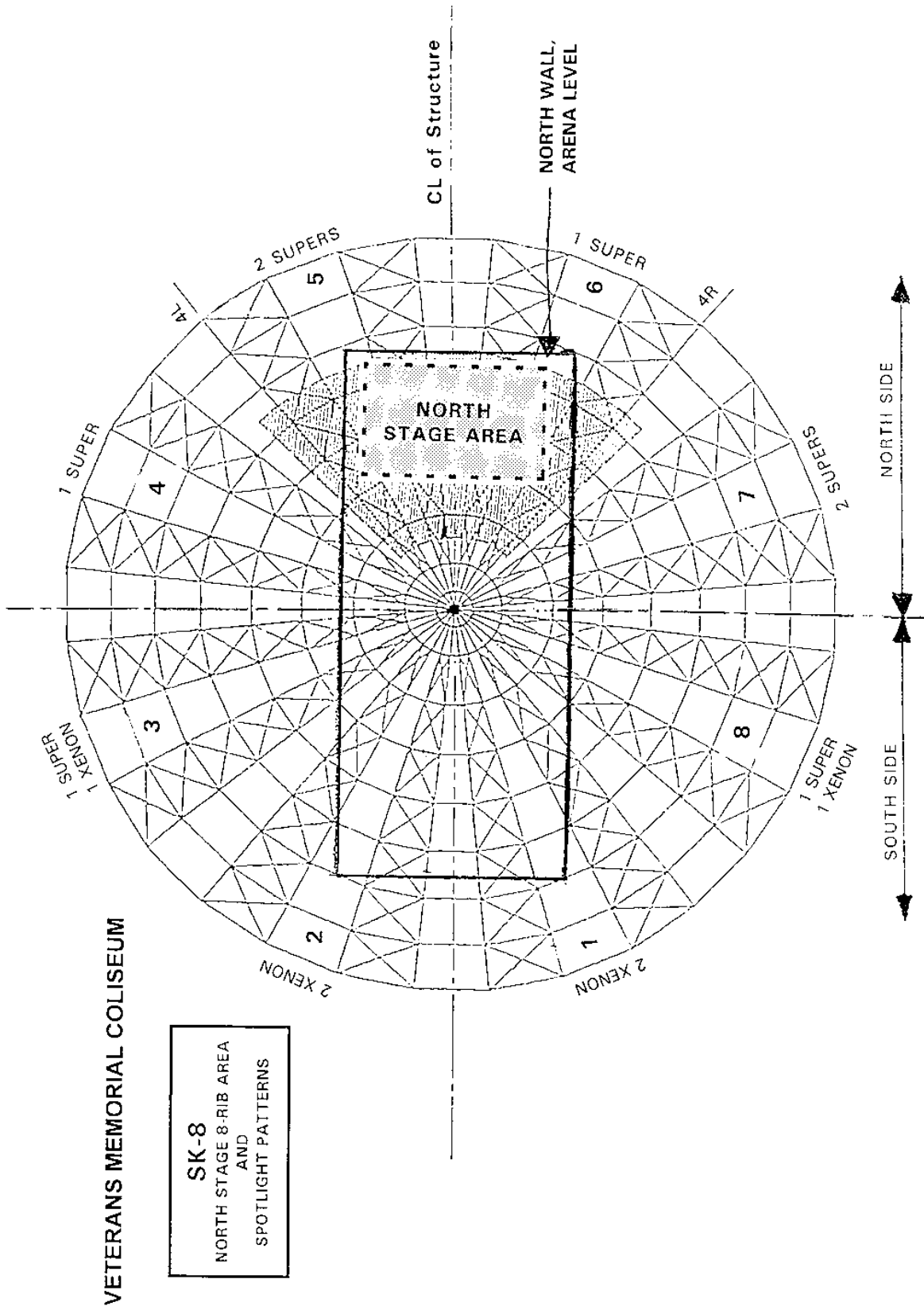
### **D. Combined Center Stage & North Stage Rules**

When rigging loads are present in both areas, the combined percentages of actual to allowable loading in both areas shall not exceed 100%. For example, if the North Stage area is loaded to 75% of its limit set above in Section C, the Center Stage area may be loaded to 25% of its limited set above in Section B.

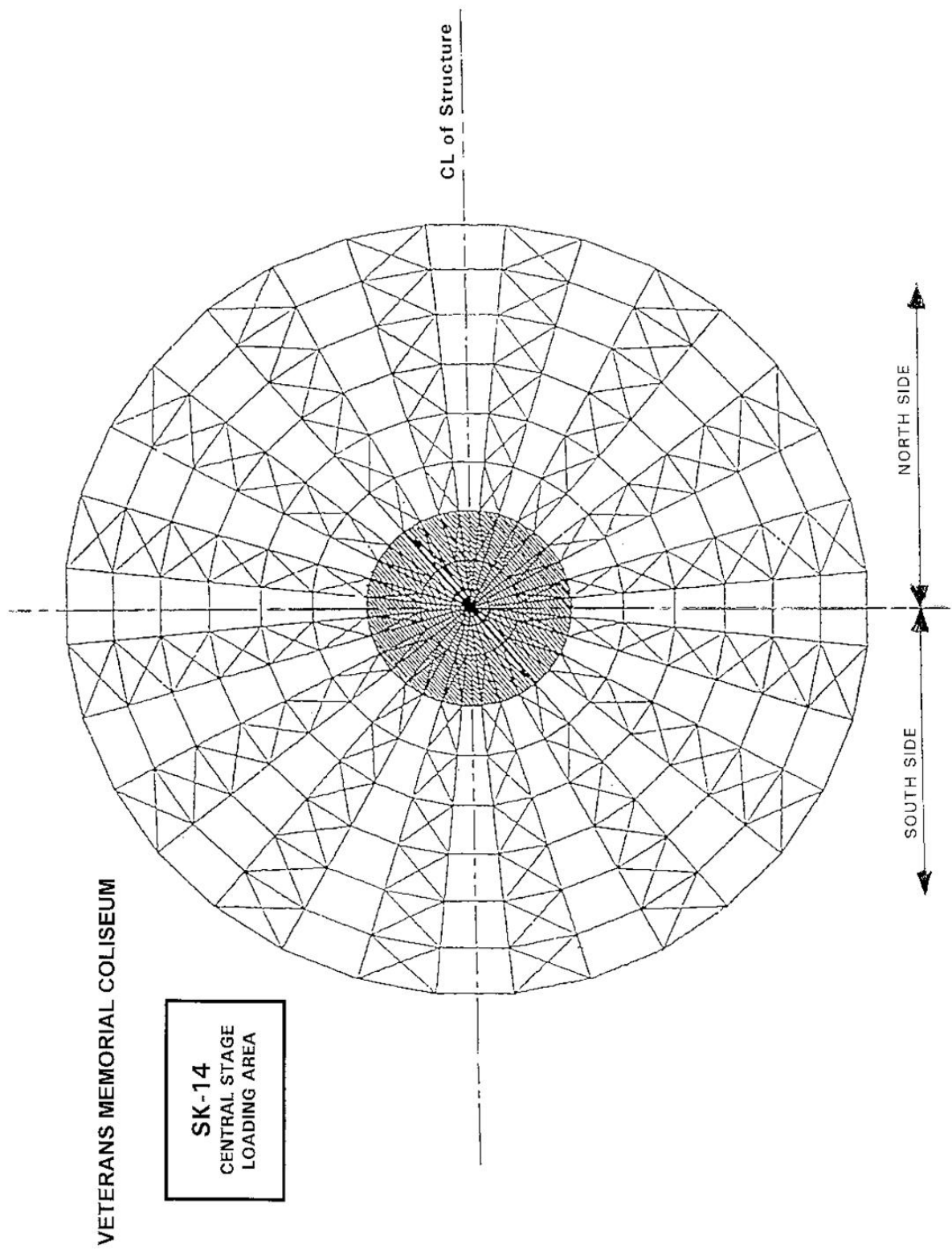
Prepared by: Computerized Structural Design, Inc. 11/2/92

# Veterans Memorial Coliseum









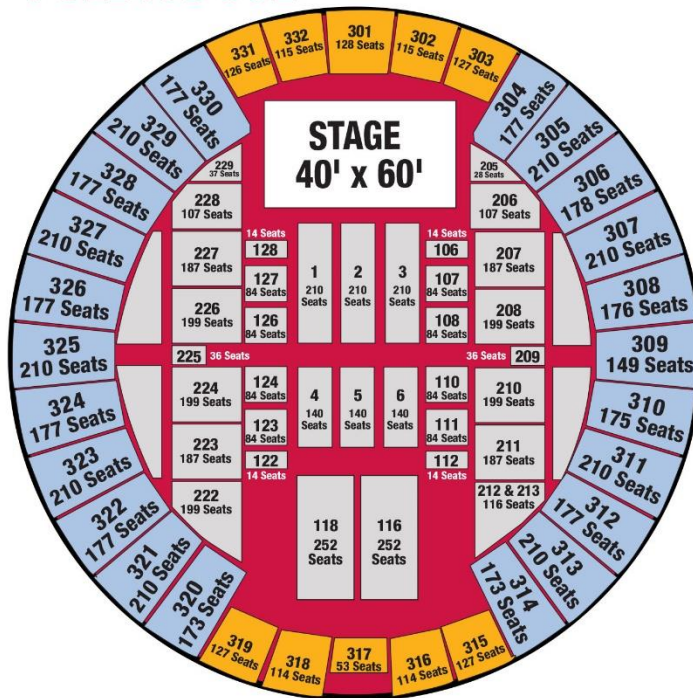


# VETERANS MEMORIAL COLISEUM

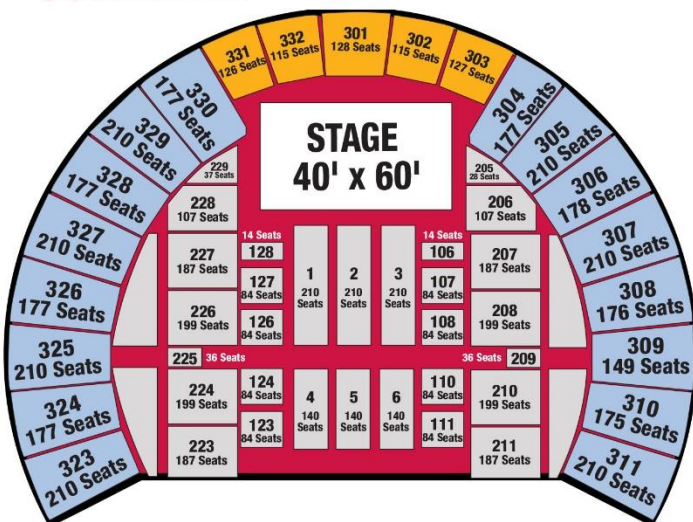
AT THE ALLIANT ENERGY CENTER



## FULL HOUSE



## 3/4 HOUSE



## Facility Specifications

### CAPACITY *\*subject to change*

10,230	General Admission
8,844	Reserved (unobstructed) End Stage
9,887	In The Round
9,455	Basketball
7,890	Hockey
7,672	3/4 House Reduction General Admission
5,500	3/4 House Reduction Reserved
4,267	With Black Out Curtain (□ seats eliminated)
3,121	With Black Out Curtain & additional seats eliminated (□ & ■ seats eliminated)

### RIGGING

Dome	96 ft. to center ceiling; 65 ft. to rim of ceiling
Low Steel	75 ft.
High Steel	96 ft.
LED Video Scoreboard	10.8 ft. x 6.5 ft. House center; 39 ft. 11" clearance from floor in highest position

### STAGE TYPE

House sets	Stage Right ME 500
------------	--------------------

### POWER

200 & 400 AMP 3PHZ 208V	Stage right/left 90 ft. & 160 ft. from upstage center
----------------------------	---

### HOUSE LIGHTS

Location	Soundbooth
Type	Dimmable LED Stadium lights at 125 ft. (and place on floor)
Control	House electrician
Message	Two lighted message centers in the arena and paid advertising. These are operated before performances and at intermissions. The boards are turned off five minutes prior to performance.

### 9 DRESSING ROOMS

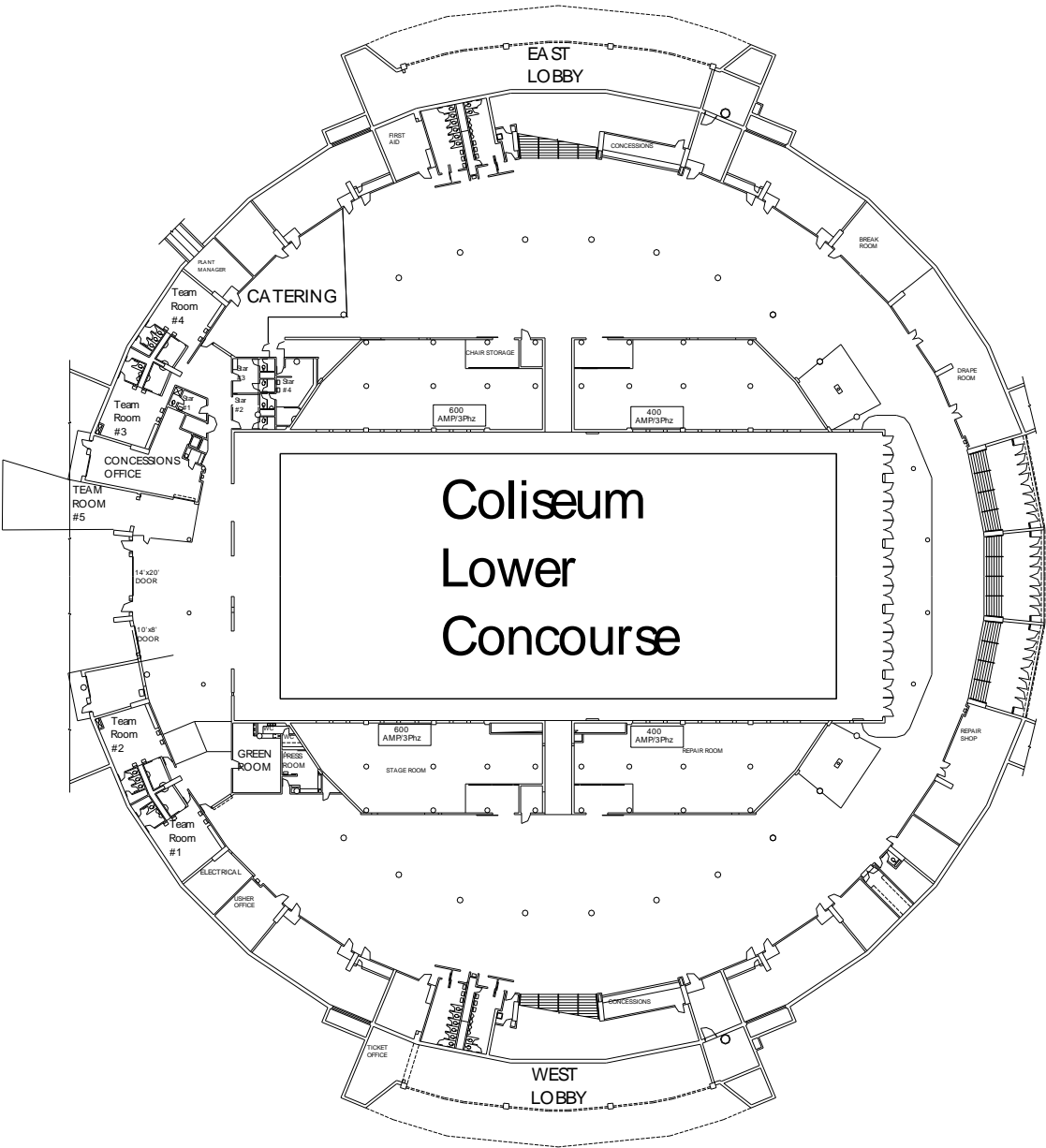
Team Rms 1-4	570 sq. ft. each, 50 ft. from stage, bath and shower
Dressing Rms 1-4	120 sq. ft. each, 50 ft. from stage, bath with private shower
Green Room	400 sq. ft., well-appointed with private shower
Furniture	House owns convention-type furnishings; rentals available
Plants	Rental
Phones	By House

### PRODUCTION

Office	400 sq. ft., 50 ft. from stage
Phones	By House
Video	Professional production available on-site by Token Creek 608-849-4965
Box Office	Madison Ticket Agency 608-267-3995

CONTACT: 608-267-1549 | SALES@ALLIANTENERGYCENTER.COM | ALLIANTENERGYCENTER.COM

# Veterans Memorial Coliseum



# Venue Information

## Exhibition Hall

<b>Building</b>	Exhibit Halls A-D 13 Meeting Rooms Boardroom (furnished conference room)		
<b>Capacity</b>	General Admission Hall D (30,000 GSF)		3,000
	General Admission Halls D & C (50,000 GSF)		4,500
	Reserved Halls D & C		3,436
<b>Door Policy</b>	General Admission	1.5 hours prior to performance	
	Reserved Seats	1 hour prior to performance	
	(Door policy is firm. A change requires written permission from the Director.)		
<b>Parking</b>	<b>Buses within 50 ft. of stage door</b> Truck lot adjacent to load-in entrance		
<b>Rigging</b>	<b>See guidelines and schematics included in this guide.</b>		
	<b>Joists</b>	10' on center	(5' down stage edge area)
	<b>Low Steel</b>	30 ft.	
	<b>High Steel</b>	40 ft.	
	Steel can be accessed from catwalk.		
<b>Stage (House Sets)</b>	<b>Type</b>	STAGERIGHT ME 500	
	<b>Size</b>	4,000 sq. ft. maximum 8" to 78" (2-inch increments)	
	<b>Deck Type</b>	"Techstage" black fiberglass FRP surface in 4' x 8' sections 50% of unobstructed under deck (STAGERIGHT)	
	<b>Stairs</b>	Includes reflective treads	
	<b>Skirt</b>	100 ft. black (STAGERIGHT)	
	<b>Rail</b>	100 ft. at 42"	
	<b>Barricade</b>	120' Stage Right barricade 100 ft. bicycle barricade	
	<b>Curtains</b>	Theatre curtains available including borders, legs, act and rear. 24 ft. tall, 60 ft. wide from fixed batten positions.	
<b>Spotlight Platforms</b>	<b>Location</b>	2 platforms without spotlights (See rigging schematic)	
<b>Power</b>	<b>3 Panels</b>	400 AMP 3PHZ 208V	upstage center
	<b>Shore Power</b>	60 ft. to bus parking	
<b>House Lights</b>	<b>Location</b>	Shop (high bays and work light) (Performance light on the floor)	
	<b>Type</b>	LED dimmable	
	<b>Control</b>	House electrician	
<b>Load In</b>	20' x 20' exterior door, 20' x 18' interior door (Can drive in.)		

<b>3 Forklifts</b>	6000 lb. capacity, side shifts, 4 ft. tines (extensions available) 8 ft. down height, 18 ft. up height Propane fuel
<b>2 Dressing Rooms</b>	(See diagram) <b>Note: No showers are available in this facility.</b> <b>Layout</b> 400 square ft. each. Rough private bath. <b>Furniture</b> House owns convention-type furnishings; rentals available. <b>Hotel</b> Additional space is available in the attached hotel. <b>Plants</b> Rental <b>Phones</b> House
<b>Production Office</b>	<b>Layout</b> 600 sq. ft., 150' from stage <b>Phones</b> House <b>Hall C</b> Ticket booth, 900 sq. ft. (Two rooms at entrance in lobby)
<b>Catering</b>	<b>Company</b> <i>Centerplate</i> <b>Contact</b> 608-661-0525
<b>Background Music</b>	A wide selection is readily available for the Lobby, Atrium and Halls A-D. Special arrangements can be made for background music in the meeting and board rooms as well.
<b>Hotels</b>	<b>Clarion Suites</b> – 608-284-1234, (Attached to Exhibition Hall) <b>Comfort Inn Madison Downtown</b> – 608-255-7400, 722 John Nolen Dr., 53713 <b>Sheraton Madison Hotel</b> – 608-251-2300, 706 John Nolen Dr., 53713 <b>Holiday Inn Express &amp; Suites</b> – 608-709-5050, 610 John Nolen Dr., 53713 <b>Home2 Suites</b> – 608-949-9650, 2153 Rimrock Rd., 53713 (For additional hotels, please see list included in this guide.)
<b>House Personnel</b>	<b>Electrician</b> House <b>HVAC</b> House <b>IATSE</b> 608-848-9084 <b>Parking</b> House <b>Usher Staff</b> House <b>Box Office</b> Madison Ticket Agency 608-267-3995
<b>Security</b>	<b>Fire</b> 608-210-7261 (Town of Madison) <b>Inside &amp; Traffic</b> Contact House (County Sheriff's Dept.) <b>Outside</b> Contact House (Town of Madison-Police 210-7262) <b>Private (T-Shirt)</b> Suggestions available
<b>Security Breakdown</b>	<b>Report</b> 1/2 hour prior to doors <b>Contact</b> House
<b>Safety</b>	At no time will the House allow any violation of federal, state or local regulations concerning public safety. This shall include but not be limited to rigging, pyrotechnics, aisles and exits, ventilation and air quality, and proper light levels.
<b>Smoking</b>	<u>All buildings are smoke free (including all electronic and vaping devices) by Dane County Ordinance. This ordinance carries a fine per violation.</u>

**Pyrotechnics** Permit required from Town of Madison Fire Department. (See sample form.) Please consult your service representative for further details.

**Exterior Signage** No signs or banners may be directed to traffic on John Nolen Drive, Rimrock Road, or Olin Ave.

**Curfew** Per county ordinance, minors are not allowed on the streets during certain hours unless accompanied by a parent, legal guardian, or an adult with permission of a parent or legal guardian.

Under age 15	Sunday through Thursday	10:00 p.m. to 5:00 a.m.
	Friday and Saturday	11:00 p.m. to 5:00 a.m.
15 through 17	Sunday through Thursday	11:00 p.m. to 5:00 a.m.
	Friday and Saturday	Midnight to 5:00 a.m.

# **The Alliant Energy Center**

## **RIGGING AND HANGING LOADS**

### **Exhibition Hall**

#### **Clear Span Truss System**

- 210 ft. long
- 30 ft. floor to bottom of beams, 40 ft. floor to top of beams
- Beam access via catwalk at bottom (See drawing attached.)
- Trusses run parallel to down-stage edge, 10 ft. on center
- From 50-70 out from the back wall, trusses are on 5 ft. centers.
- Trusses (120 SLH) have the capacity to carry 8 PSF of uniformly distributed equipment load or 1200 lb. concentrated equipment loads from any bottom panel point where diagonal web members meet bottom chord members. No concentrated loads shall be suspended between these panel points unless smaller than 400 lbs. and adjacent panel points are not loaded. (See drawing attached.)
- Truss bridging is not designed for live load capability. DO NOT HANG EQUIPMENT FROM BRIDGING.

#### **Cat Walk System**

- Is used to access the beams and light platforms.
- Allowable live loads suspended from the catwalk may not exceed 25 PSF.
- Do not suspend additional loads from the catwalk.

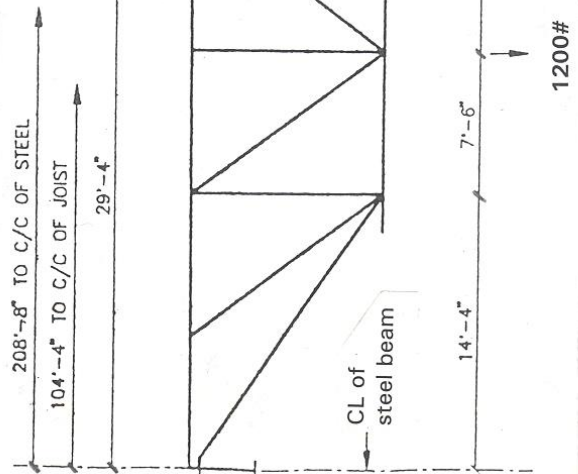
PLEASE REFER TO DRAWINGS OF ALLOWABLE TRUSS LOADING AND EQUIPMENT LOADING PLAN FOR EXHIBITION HALL D.



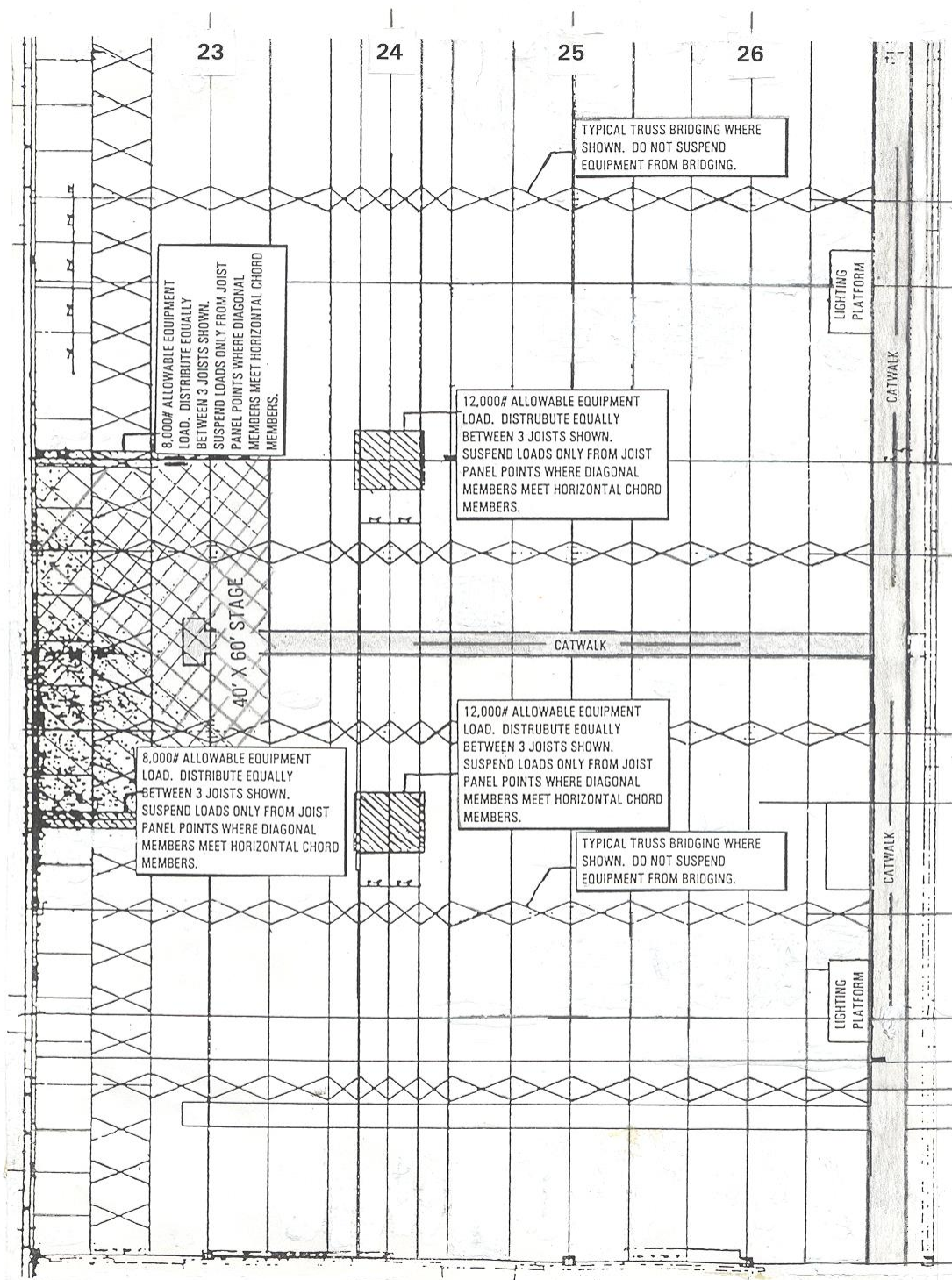
ALLIANT ENERGY CENTER  
OF DANE COUNTY

# EXHIBITION HALL

Exhibit Hall trusses (120SLH) have the capacity to carry 8 PSF uniformly distributed equipment load or 1200# concentrated equipment loads from any bottom panel point where diagonal web members meet bottom chord members. No concentrated loads shall be suspended between these panel points unless smaller than 400# and adjacent panel points are not loaded.

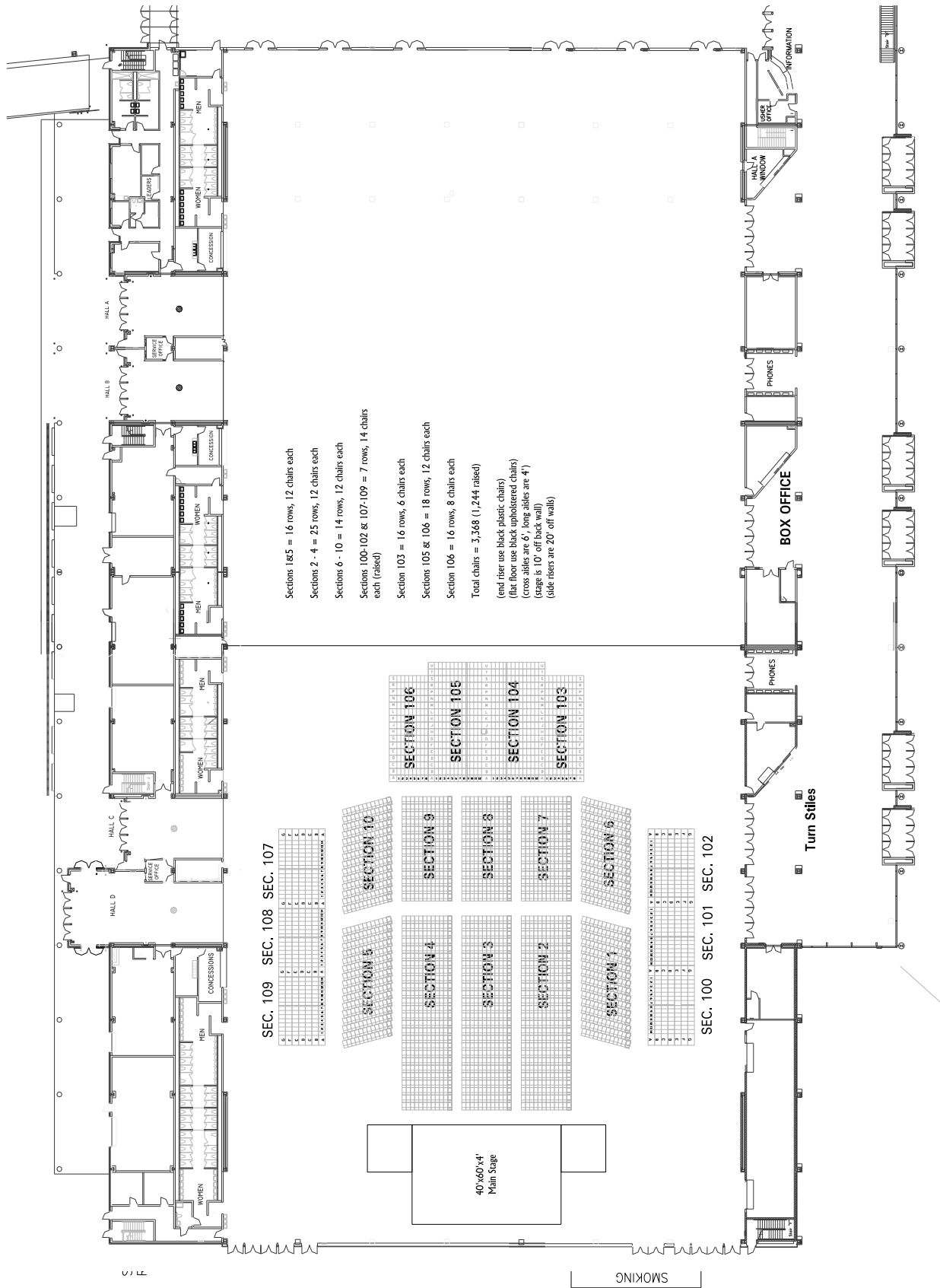


## PROFILE OF ALLOWABLE TRUSS PANEL LOADING



ALLIANT ENERGY CENTER  
OF DANE COUNTY

EXHIBITION HALL



## Madison Area Accommodations

(visit [www.visitmadison.com](http://www.visitmadison.com) for more options)

### On-Site

#### **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

#### **The Edgewater**

1001 Wisconsin Place, Madison, WI 53703  
800-922-5512

#### **Graduate Madison**

601 Langdon Street, Madison, WI 53703  
608-257-4391

#### **Hampton Inn and Suites Madison-Downtown**

440 West Johnson Street, Madison, WI  
608-255-0360

#### **Hilton Madison**

6 East Wilson Street, Madison, WI 53703  
608-255-6100

#### **Hyatt Place Madison-Downtown**

333 West Washington, Madison, WI 53703  
608-257-2700

#### **The Madison Concourse Hotel & Governor's Club**

1 West Dayton Street, Madison, WI 53703  
608-257-6000

#### **Park Hotel**

22 S. Carroll Street, Madison, WI 53703  
608-257-8811

#### **Super 8 Motel**

602 W. Beltline Hwy, Madison WI 53713  
608-258-8889

### Within 5 Miles of AEC

#### **Best Western Plus InnTowner**

2424 University Avenue, Madison, WI 53726  
608-233-8778

#### **Days Inn**

4402 East Broadway Service Road, Madison, WI 53716  
608-620-0107

#### **Hawthorn Suites**

5421 Caddis Bend, Fitchburg, WI 53711  
608-271-3400

#### **HotelRED**

1501 Monroe Street, Madison, WI 53711  
608-819-8228

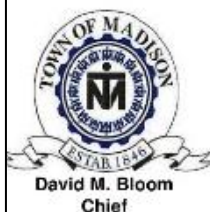
#### **Sleep Inn and Suites**

4802 Tradewinds Parkway, Madison, WI 53718  
608-221-8100

#### **Wyndham Garden**

2969 Cahill Main, Fitchburg, WI 53711  
608-274-7200





## TOWN OF MADISON FIRE DEPARTMENT

2120 Fish Hatchery Road Madison, Wisconsin 53713

Telephone: 608-210-7261 Fax: 608-210-7235

### PERMIT APPLICATION PYROTECHNIC DISPLAY OF FIREWORKS

#### INSTRUCTIONS:

- 1) Applications must be submitted to the Town of Madison Fire Department at least 30 days in advance of the pyrotechnic display.
- 2) The application submittal must include the supporting documentation as follows:
  - a) Certificate of Insurance naming the Town of Madison, Their officers, Directors, Employees, Agents and Representatives as an additional insured. The certificate must indemnify the Town. The minimum amount of liability insurance shall be \$1,000,000.
  - b) A complete list of all pyrotechnic devices to be displayed. Displays before an approximate audience require the submittal of device and effect descriptions.
  - c) Site plan(s) which detail the firing site and device layout and an overall site plan indicating the locations of spectators, the firing site, the fallout perimeter, and fireworks storage area.
  - d) Letter of permission to display fireworks by the property owner.
  - e) Resumes for each pyrotechnician to be on-site.
- 3) Application submittal must include a check payable to the Town of Madison Treasurer for **\$200.00**.
- 4) Mail submittal to: **Fire Chief, Town of Madison Fire Department**  
**2120 Fish Hatchery Road**  
**Madison, Wisconsin 53713**
- 5) Call 608-210-7261 with questions regarding these regulations.

**DATE AND TIME OF DISPLAY:** \_\_\_\_\_ **RAIN DATE:** \_\_\_\_\_

**NAME OF CONCERT OR SHOW:** \_\_\_\_\_

#### SITE INFORMATION:

Name: \_\_\_\_\_ Property Owners Name: \_\_\_\_\_

Address: \_\_\_\_\_ Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fallout Perimeter designated by: \_\_\_\_\_ Maintained by: \_\_\_\_\_

#### PYROTECHNICS COMPANY:

Name: \_\_\_\_\_ Contact person: \_\_\_\_\_

Address: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Number of pyrotechnicians to be on-site: \_\_\_\_\_ Lead Pyrotechnicians: \_\_\_\_\_

Support Pyrotechnicians: \_\_\_\_\_

**I, the undersigned do hereby agree to comply with section 3-7-26 of the Town of Madison Code of Ordinances.**

\_\_\_\_\_  
Name of Applicant(type or print)

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date of Application

*Revised 12/01/2010*

This form is also available at: <https://townofmadisonfire.files.wordpress.com/2015/01/permitform.pdf>