

OF DANE COUNTY

**Tradeshows  
Meetings  
Conferences**

**FACILITY USER'S GUIDE**

Recognized for outstanding customer service and attention to detail, you can count on the Alliant Energy Center staff to meet all your event needs.

The Alliant Energy Center's **Exhibition Hall** has been selected multiple times as a winner of the "Prime Site Facility Award" by meeting and event planners. As the leading convention center in Wisconsin, AEC's Exhibition Hall hosts more than 500 events annually including major international conventions, conferences, and trade shows.

With 100,000 square feet of unobstructed exhibit space, 30' ceilings, and color correct lighting your event is sure to be a sensation. More intimate events may call for our 14 rooms with 20,000 square feet of meeting and conference room rental space that come fully equipped with built-in sound systems and dimmable lighting.

In addition, the recently renovated **Veterans' Memorial Coliseum** has been the site of numerous tradeshow and conferences. With seating for over 10,000 guests and room for up to 360 exhibitor booths, the Coliseum offers 20,000 to 75,000 square feet of flexible function space.

#### **Exhibition Hall Amenities:**

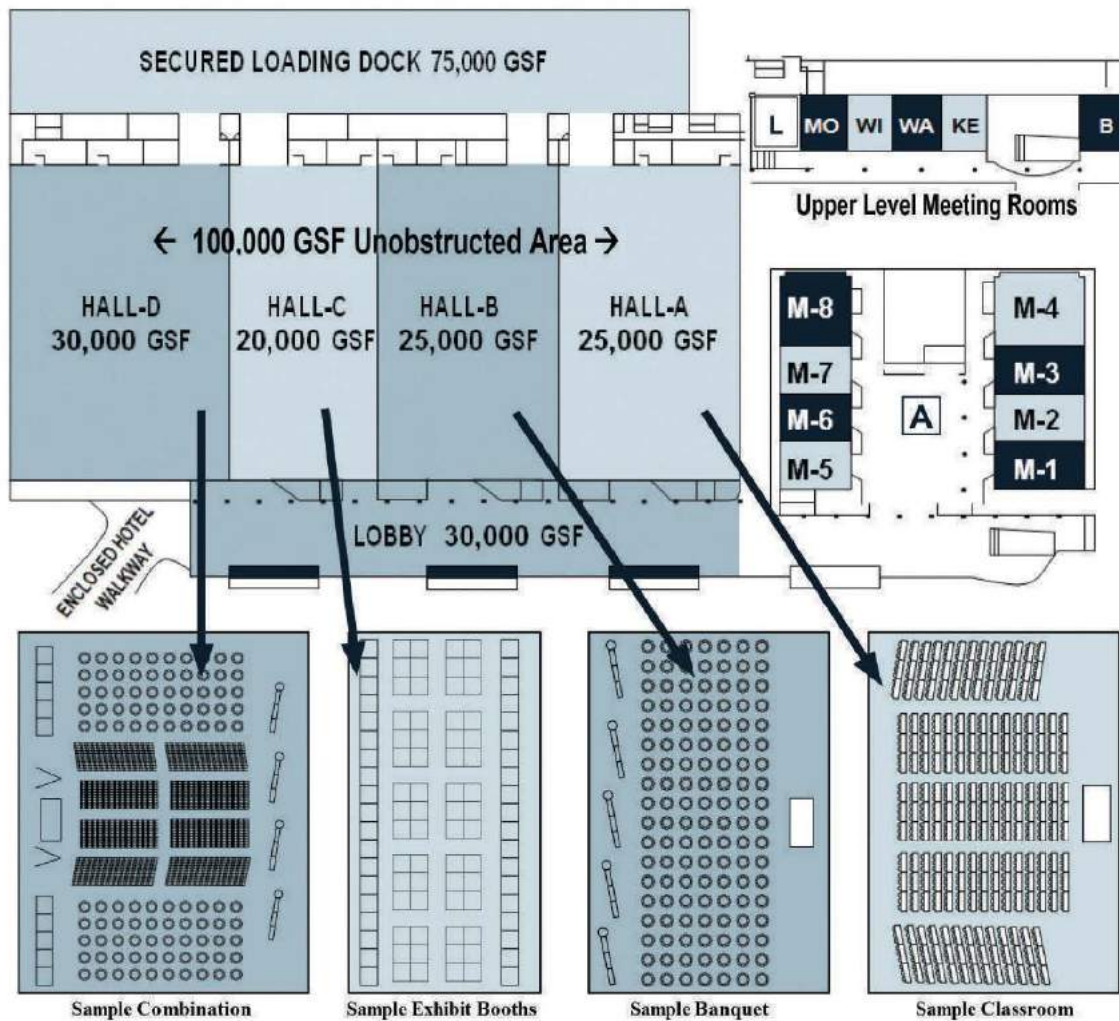
- 255,000 square foot facility
- 150,000 square feet of convention and meeting space
- 100,000 square feet of unobstructed exhibit space
- Room for up to 650 exhibit booths (10'x10')
- Full service in-house decorating including carpeting and pipe and drape
- In-house catering by [Centerplate](#)
- Wireless or High Speed Internet Access
- Wide variety of Audio-Visual equipment
- Built-in sound system and dimmable lighting units that are conveniently controlled from touch pads within each meeting room
- 30' high clear span ceilings
- Electrical & phone service on a 30' grid pattern
- Water and service drains available at specific locations
- 75,000 square foot secured freight yard
- Four 20'x20' load-in doors
- Unlimited weight load floor
- Attached hotel connected by climate controlled walkway

- 5,800 onsite paved parking spaces
- 14 individual meeting rooms:
  - Carpeted floors
  - 12'-16' ceilings
  - Retractable walls to expand space

**Veterans Coliseum Amenities:**

- 10,231-person capacity
- 20,000-75,000 square feet of flexible, functional space
- Two lobbies (East & West)
- Refurbished, upholstered, and padded seats
- Room for up to 360 (8'x10') exhibit booths
- Full service in-house decorating including carpeting and pipe and drape
- Wide range of audio-visual equipment
- Total overhaul of the lighting system with dimming capabilities
- In-house catering by Centerplate
- New concession stands with digital video menu boards
- Unlimited weight load floor
- Two bay loading dock with two dock levelers and covered canopy at load end.

# EXHIBITION HALL AT THE ALLIANT ENERGY CENTER CONVENTIONS AND TRADE SHOWS



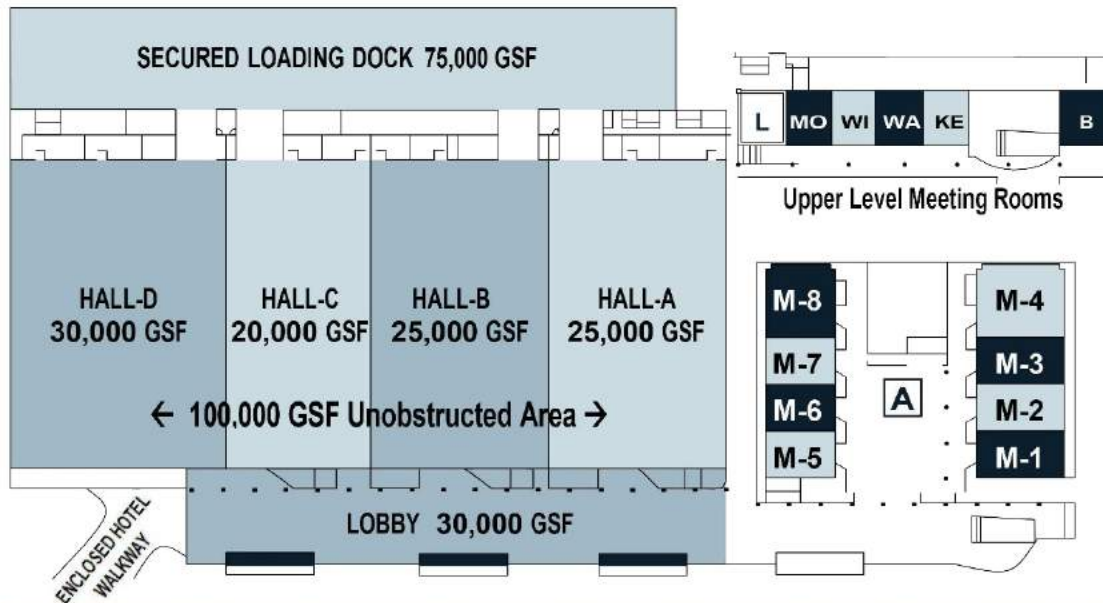
SPACE	SQUARE FT.	DIMENSIONS	CEILING HT.	BANQUET	CLASSROOM	THEATRE	RECEPTION	BOOTHS
Hall-A	25,000	210' x 120'	30'	1,200	1,000	2,000	2,000	152
Hall-B	25,000	210' x 120'	30'	1,200	1,000	2,000	2,000	152
Hall-C	20,000	210' x 90'	30'	850	900	1,800	1,800	114
Hall-D	30,000	210' x 150'	30'	1,400	1,500	3,000	3,000	190
Hall A-D	100,000	210' x 480'	30'	4,650	4,400	8,800	8,800	608
Lobby	30,000	45' x 570'	30'	300	NA	NA	2,000	50

\*Note: Capacity counts are based on full use of space for that function. Head tables, buffets, dance floors, displays, speakers, platforms, and comfort considerations may alter these results.

Shirley Kaltenberg • 608-267-1549 • [Kaltenberg@alliantenergycenter.com](mailto:Kaltenberg@alliantenergycenter.com) • [www.alliantenergycenter.com](http://www.alliantenergycenter.com)

# EXHIBITION HALL AT THE ALLIANT ENERGY CENTER

## MEETINGS AND CONFERENCES



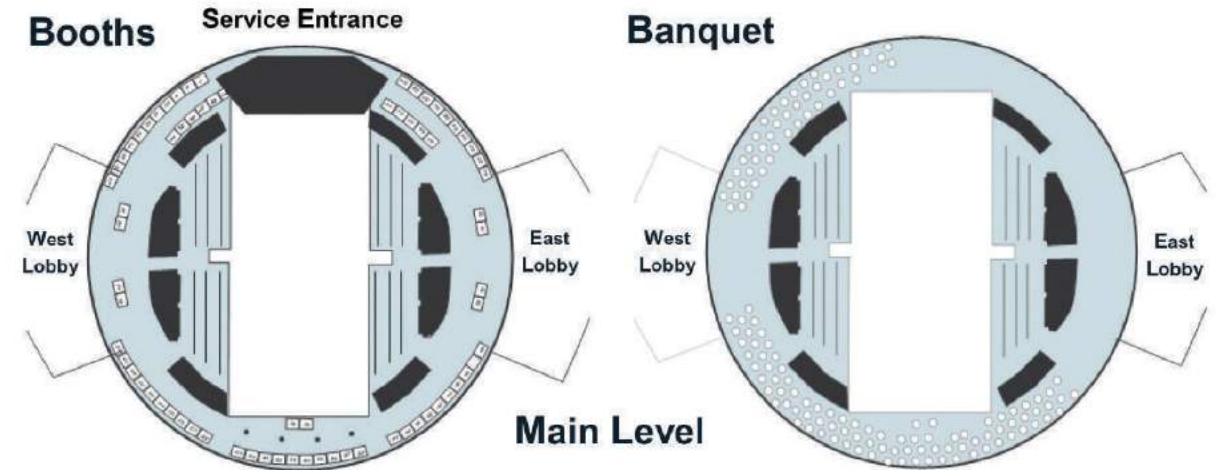
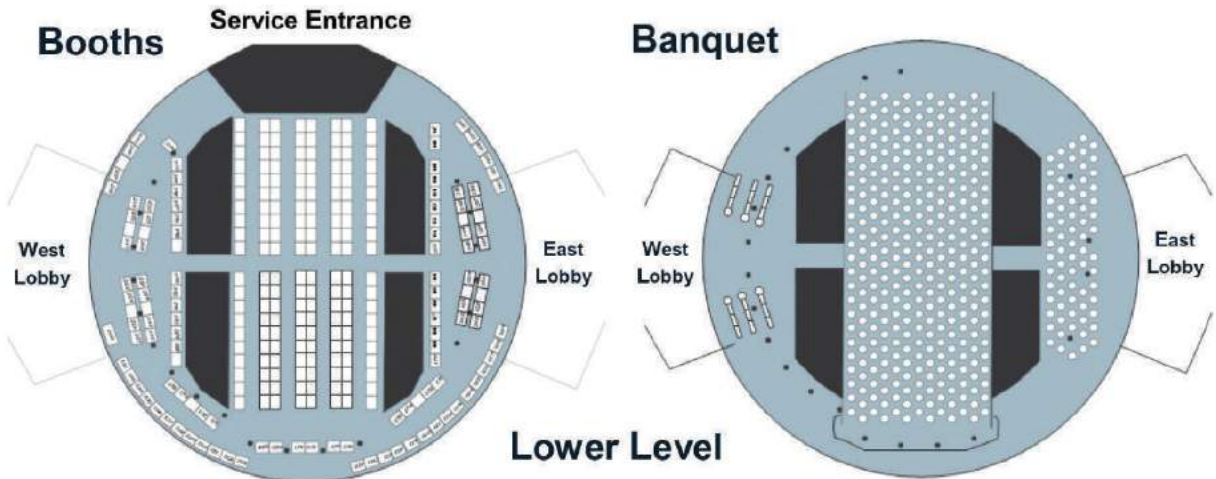
AREA	SQUARE FT.	DIMENSIONS	CEILING HT.	BANQUET	CLASSROOM	THEATRE	RECEPTION	BOOTHS
M-1 - Mendota 1	2,040	60 x 34	12'1"	120	120	200	200	
M-2 - Mendota 2	1,800	60 x 30	12'1"	120	120	200	200	
M-3 - Mendota 3	1,800	60 x 30	12'1"	120	120	200	200	
M-4 - Mendota 4	3,000	60 x 50	12'1"	200	200	400	400	8' x 10'
Mendota 1-4	8,640	60 x 144	12'1"	500	600	1,000	1,000	50
M-5 - Mendota 5	1,496	44 x 34	12'1"	80	56	144	144	
M-6 - Mendota 6	1,320	44 x 30	12'1"	80	56	144	144	
M-7 - Mendota 7	1,320	44 x 30	12'1"	80	56	144	144	
M-8 - Mendota 8	2,200	44 x 50	12'1"	120	160	250	300	8' x 10'
Mendota 5-8	6,336	44 x 144	11'1"	300	NR	700	700	30
MO - Monona	1,088	32 x 32	12'5"-15'4"	48	40	108	108	
WI - Wingra	960	32 x 30	12'5"-15'4"	48	40	108	108	
WA - Waubesa	960	32 x 30	12'5"-15'4"	48	40	108	108	
KE - Kegonsa	896	32 x 28	12'5"-15'4"	48	40	108	108	
Lake Rooms	3,904	120 x 32	12'5"-15'4"	250	NR	300	600	
B - Board Room	960	32 x 30	12'5"-15'4"	16	NR	NR	40	
Madison Room	480	16 x 30	9'11"	24	20	30	30	
A - Atrium	5,852	77 x 76	12'1"	200	NR	NR	400	
L - Lounge	1,800	Irregular	9'11"-15'4"	120	NR	NR	216	

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# VETERANS MEMORIAL COLISEUM AT THE ALLIANT ENERGY CENTER

CONSUMER SHOWS, CONVENTIONS, AND ASSEMBLIES



SPACE	BOOTHS	BANQUET	THEATRE	CEILING HT.	SQUARE FOOTAGE
Coliseum	360 (8' x 10')	4,240	10,230	65'-96'	66,885
Lower Flat Floor	160 (8' x 10')	2,440	2,798	65'-96'	24,885 (237' x 105')
Lower Concourse	120 (8' x 10')	800	NA	10'	22,000
Main Level	80 (8' x 10')	1,000	2,133	9.5'	20,000
Upper Level	NA	NA	5,299	9.5'	NA

\*Note: Luxury suites, dressing rooms, and coliseum club are available.

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