



Alliant Energy Center

LIVESTOCK VENUES

FACILITY USER'S GUIDE

Livestock Venues

New Holland Pavilions and Arena

The New Holland Pavilions are multi-use indoor facilities totaling 290,000 square feet with 7,900 square feet of pre-function area for banquets and receptions. Pavilion #1 is 90,000 sq. ft. and heated. Pavilion #2 is 200,000 sq. ft. and features a milking parlor. Both facilities can accommodate a variety of events from agricultural shows, to flat shows, trade shows, and more.

The Arena is a 22,000 sq. ft. stand-alone building that can accommodate a fixed show ring, 550 person grandstand seating, a sound system, call system and offices, and heat is available, but not air conditioning.

The Coliseum can be used as a show facility with over 8,000 permanent raised seats and has the option of air conditioning.

Show rings

Show rings in the New Holland Pavilions are not fixed or permanent. Contact a Sales Representative for more details.

New Holland Pavilions: Standard ring sizes are approximately 100' x 200'. Pavilion #1 can accommodate one show ring. Pavilion #2 can accommodate 2 show rings.

Arena: Show ring is 85' x 215' with a 14' single entry door. The Arena has a combination bleacher and chair seating for up to 550 people.

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

Outside Arena: Show ring measures 115' x 220' and features red sand footing.

Dirt and footing installation charges are addressed in contract agreements. Sawdust or shavings for rings or stalling is not provided in-house.

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 x 4'H metal pens with vertical bars at 2¾" spacing. 5' bow gate entry doors.

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. Drilling, taping, stapling, nailing, welding, screwing, and adhesives are prohibited from use on any livestock stalling or building surface.

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.

Affixing any materials to the walls or décor of any buildings with tape, screws, nails, glue, staples, or adhesive is prohibited.

Manure handling

Manure storage areas are located outside of both pavilions. These concrete storage areas are connected to both buildings under covered overhang. Manure removal may be included in the facility rental fee. If manure removal is included in the rental fees, manure will be collected from outside the pavilions. Manure and bedding must be free of foreign matter and trash. Manure and bedding with mixed trash will be subject to extra charges for sorting or long distance hauling to acceptable landfills. Trash barrels are distributed throughout the facility for trash collection.

Wash Racks

The pavilion complex has 11 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).

Parking

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. 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. It is the responsibility of the event management 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 use of the milking parlor is necessary, contact with BouMatic is required to receive proper training on equipment usage. 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.

At the direction of 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. Dispensing of such material is a direct violation of MMSD ordinance 84-001, Article V. 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 lawns or landscaped areas will be the responsibility of show management and may be reflected on the final show bill.

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>.

Food and Beverage

Alliant Energy Center has an exclusive catering and concessionaire agreement with Centerplate Catering. All food and beverage services must be coordinated with Centerplate. Concession stands in both pavilions must be coordinated with concessionaire to agree upon menu and hours of operation.

Ring Dragging

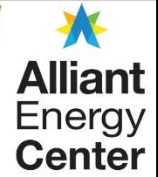
Dragging or watering of rings may be performed by Alliant Energy Center staff or by show management. Please contact Alliant Energy Center Sales staff for details and options.

Tie Outs

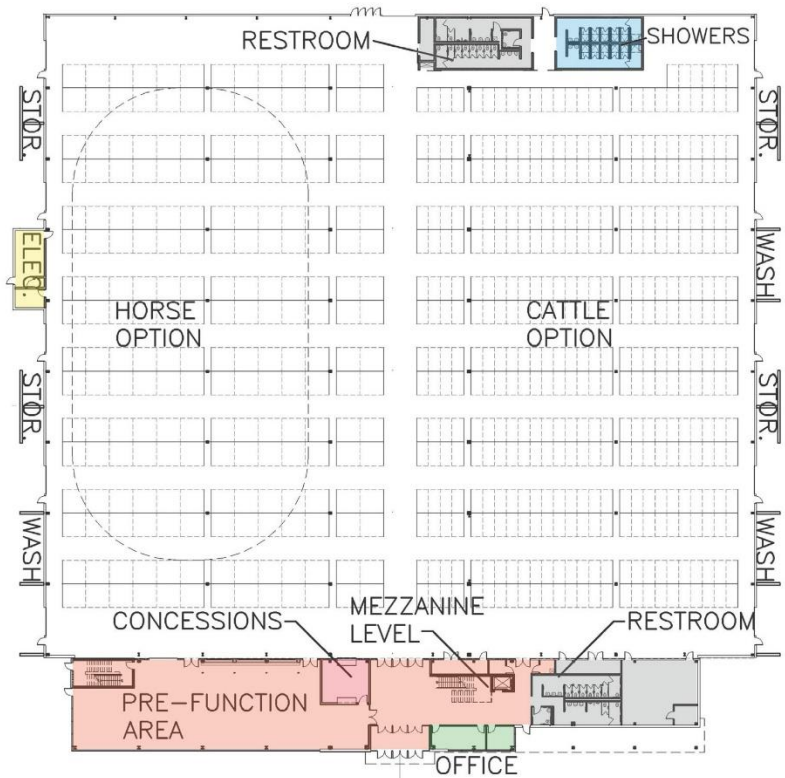
Portable cattle tie outs are available on the Alliant Energy Center campus. Please contact Alliant Energy Center Sales staff for details and options.

NEW HOLLAND PAVILION #1

AT THE ALLIANT ENERGY CENTER



PAVILION #1 DETAILS	
Show Space	81,000 sp. ft.
Pre-Function Area	7,900 sq. ft.
Cattle Capacity	Up to 800
Horse Capacity	Up to 400
Outdoor Arena	Accessible
Clear Span	120'
Office Space & Concessions	Yes
W-Fi & PA System	Yes
Restrooms	Yes
Showers	Yes
Heated	Yes
Fire-Suppression	Yes
Covered Wash Bays	Yes
Covered Manure Storage	Yes
Outdoor Covered Walkways	Yes
Milking Parlor	Access in Pavilion #2
Overhead Doors	11
Electric at every column	Yes
Water at every column	Yes



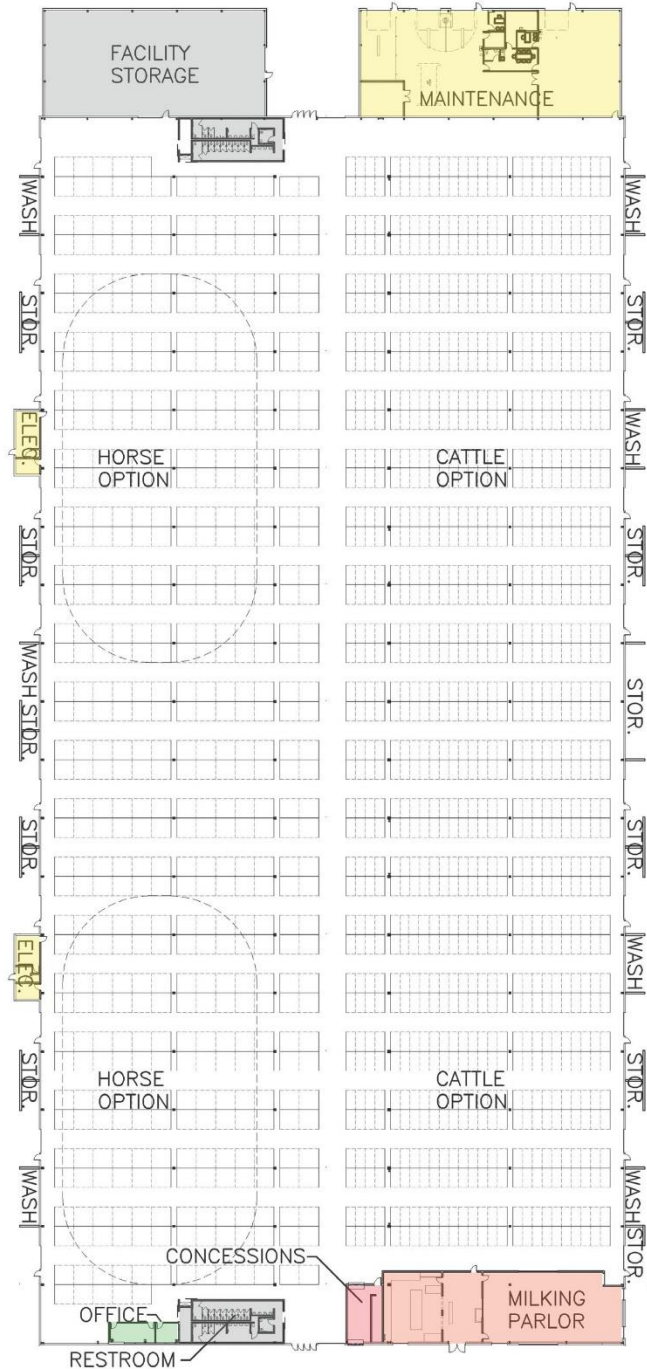
CONTACT: 608-267-1549 | SALES@ALLIANTENERGYCENTER.COM | ALLIANTENERGYCENTER.COM

NEW HOLLAND PAVILION #2

AT THE ALLIANT ENERGY CENTER



PAVILION #2 DETAILS	
Show Space	189,000 sq. ft.
Pre-Function Area	None
Cattle Capacity	Up to 1,800
Horse Capacity	Up to 900
Outdoor Arena	Accessible
Clear Span	120'
Office Space & Concessions	Yes
W-Fi & PA System	Yes
Restrooms	Yes
Showers	Access in Pavilion #1
Heated	No
Fire-Suppression	Yes
Covered Wash Bays	Yes
Covered Manure Storage	Yes
Outdoor Covered Walkways	Yes
Milking Parlor	Yes
Overhead Doors	22
Electric at every column	Yes
Water at every column	Yes



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

ARENA AT THE ALLIANT ENERGY CENTER



SHOW RING LAYOUT



Features

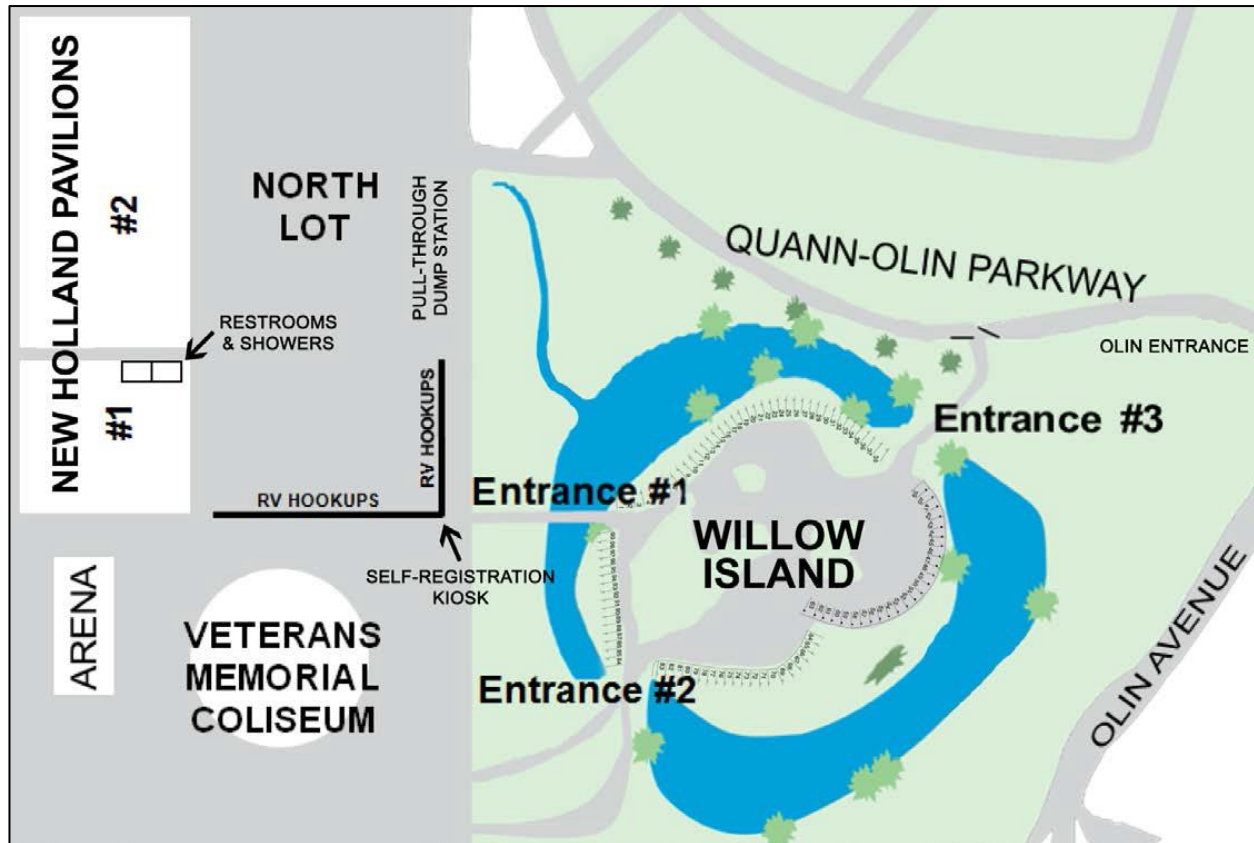
- 100' x 220' main floor (22,000 square feet)
- Up to 85' x 200' show ring capability
- Lobby and show office
- Sound system with barn call capability
- 550 person grandstand seating
- 30' ceiling height
- 18' x 20' freight door
- In-house catering by Centerplate
- Full-service in-house decorating
- Wide range of A/V and rental equipment

SPACE	SQUARE FT.	DIMENSIONS	CEILING HT.	BANQUET	BOOTHS
Main Floor	22,000	100' x 220'	30'	1,000	105

EXHIBIT/BOOTH LAYOUT



Event Camping at the Alliant Energy Center



Note: Detailed views of North Lot Camping and Willow Island Camping are available on the following pages.

Camping Rules and Regulations

The Alliant Energy Center offers overnight camping for those 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.

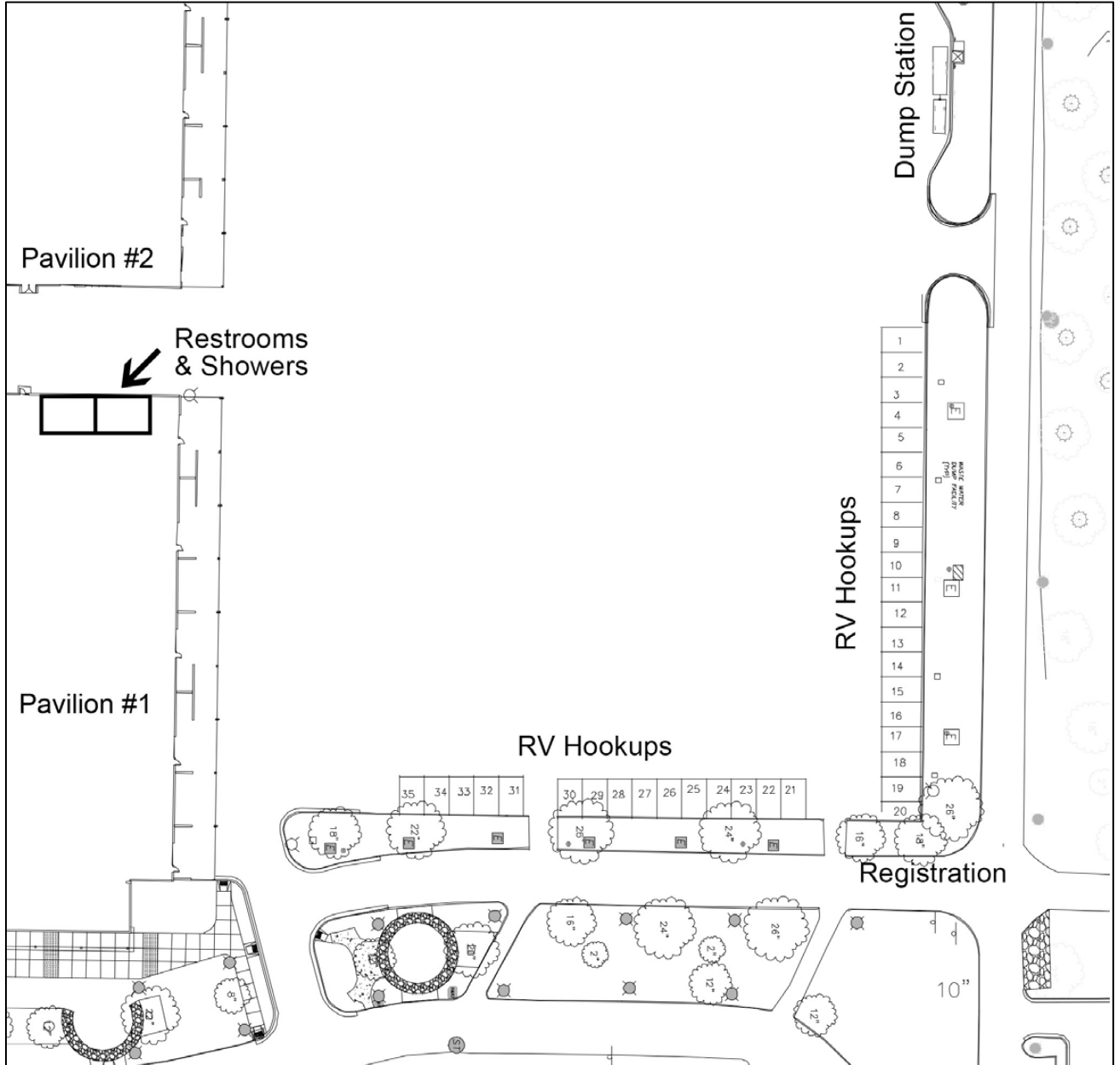
If self-registering, please use the envelope provided at the Camper Self-Registration Kiosk at the northeast corner of the North Lot (near Entrance #1 to Willow Island). It serves as both an envelope for the camping fee and a permit for your vehicle. No camping is allowed in any area except as designated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

Be sure to obtain the current parking and camping rates from www.alliantenergycenter.com or the Center office at (608) 267-3976.

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 not available from October 15 to April 15 or during periods of extreme weather, as determined by the Alliant Energy Center.

Alliant Energy Center North Lot Camping



Alliant Energy Center Willow Island Camping

