



Alliant Energy Center



Tradeshows Meetings Conferences

FACILITY USER'S GUIDE

You can count on the Alliant Energy Center to provide the space you need for your conferences, tradeshows and meetings.

Its **Exhibition Hall** hosts activities almost every day of the year. Its four adjoining large halls make it ideal for major events. In addition, the building offers smaller rooms perfect for private meetings as breakout spaces.

The **Veterans Memorial Coliseum** has served as the site of numerous tradeshows and conferences. Its flexible space offers room for exhibitor booths as well as seating for up to 10,000 guests.

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
- 30' high clear span ceilings
- 75,000 square foot secured freight yard
- Four 20'x20' load-in doors
- Attached hotel connected by climate-controlled walkway
- 5,800 onsite paved parking spaces
- 14 individual meeting rooms:
 - Carpeted floors
 - 12'-16' ceilings
 - Retractable partitions
 - Ceiling mount networked projectors
 - 42" info boards at entrance to each room

Veterans Memorial 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

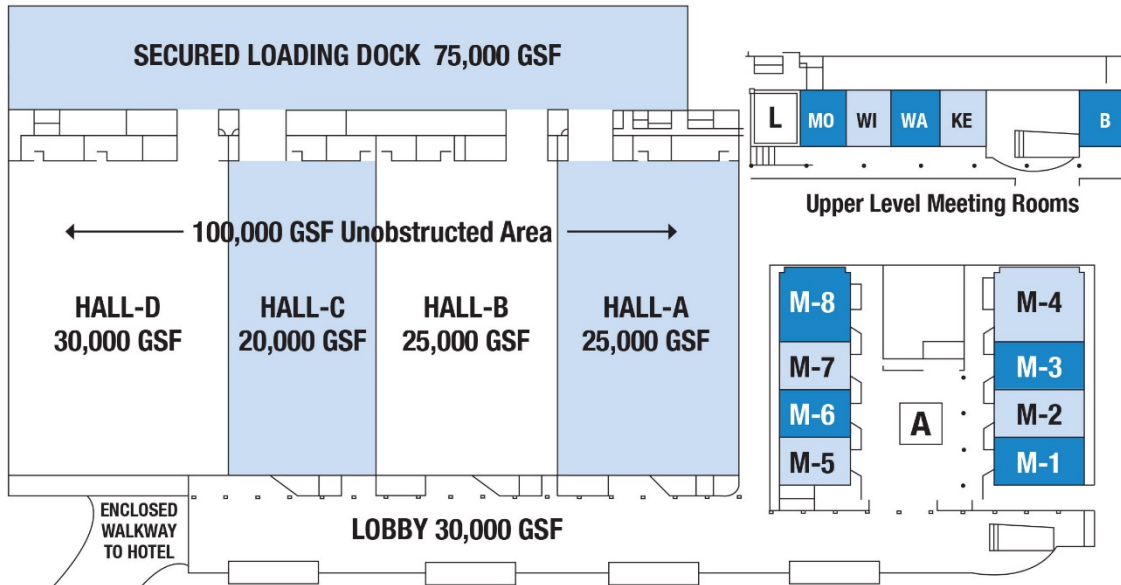
- Room for up to 360 (8'x10') exhibit booths
- Full service in-house decorating including carpeting and pipe and drape
- LED stadium lighting system with dimming capabilities (125-foot candles on floor)
- In-house catering by [Centerplate](#)
- Two bay loading dock with two dock levelers and covered canopy at load end.

EXHIBITION HALL AT THE ALLIANT ENERGY CENTER



Features

- Sustainable LED lighting
- Digital display meeting room signs
- Full-service venue with catering provided by Centerplate
- Collaborative event planning
- Versatile space to transform your event

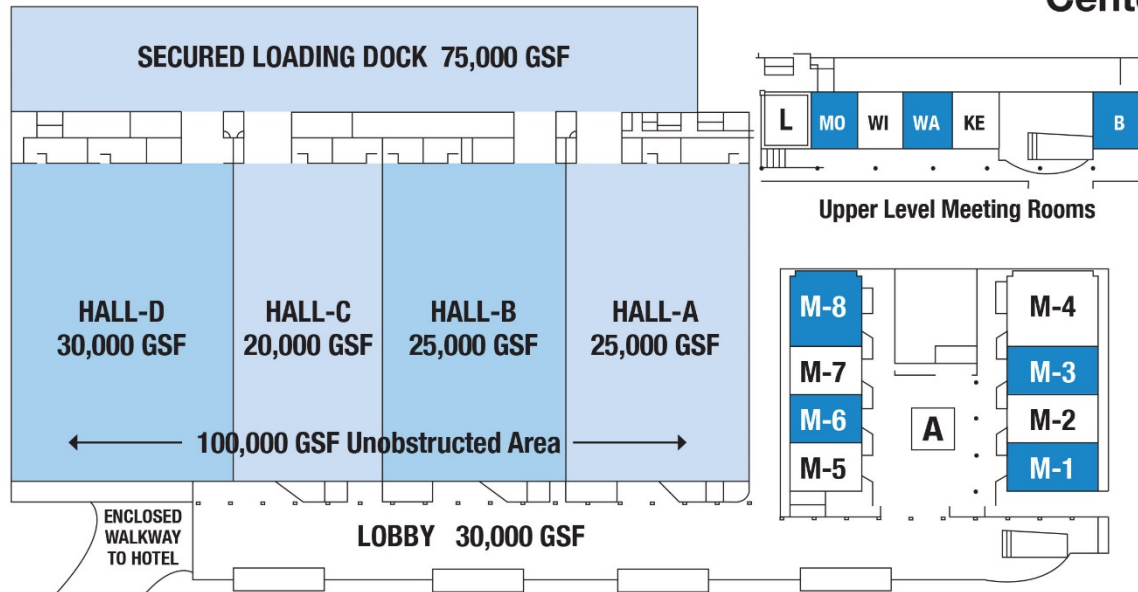


SPACE	SQUARE FT.	DIMENSIONS	CEILING HT.	BANQUET	CLASSROOM	THEATRE	RECEPTION	BOOTHS
Hall-A	25,000	210' x 120'	30'	1,200	1,000	2,000	2,000	152
Hall-B	25,000	210' x 120'	30'	1,200	1,000	2,000	2,000	152
Hall-C	20,000	210' x 90'	30'	850	900	1,800	1,800	114
Hall-D	30,000	210' x 150'	30'	1,400	1,500	3,000	3,000	190
Halls 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.

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EXHIBITION HALL AT THE ALLIANT ENERGY CENTER



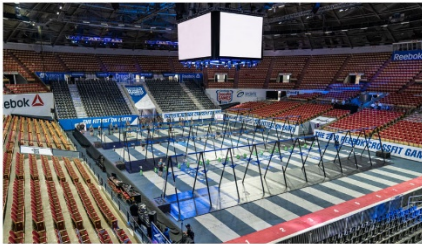
AREA	SQUARE FT.	DIMENSIONS	CEILING HT.	BANQUET	CLASSROOM	THEATRE	RECEPTION	BOOTHS
M-1 Mendota 1	2,040	60 x 34	12'1"	120	120	200	200	
M-2 Mendota 2	1,800	60 x 30	12'1"	120	120	200	200	
M-3 Mendota 3	1,800	60 x 30	12'1"	120	120	200	200	
M-4 Mendota 4	3,000	60 x 50	12'1"	200	200	400	400	8' x 10'
Mendota 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	
A-Atrium	5852	77 x 76	12'1"	200	NR	NR	400	
B-Board Room	960	32 x 30	12'5"-15'4"	16	NR	NR	40	
L-Lounge	1,800	Irregular	9'11"-15'4"	120	NR	NR	216	
Madison Room	480	16 x 30	9'11"	24	20	30	30	

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VETERANS MEMORIAL COLISEUM

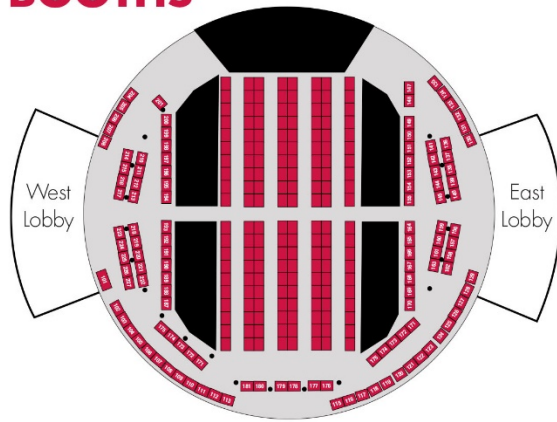
AT THE ALLIANT ENERGY CENTER



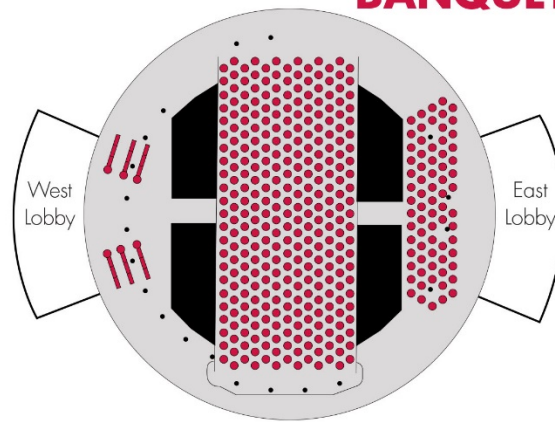
Features

- Sustainable LED programmable lighting
- Upholstered, padded, and elevated seating
- LED video scoreboard
- Private Suites and Dressing Rooms
- Box Office Services
- In-house Catering and Concessions provided by Centerplate

BOOTHS Service Entrance



BANQUET



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	2798	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	2133	9.5'	20,000
Upper Level	NA	NA	5299	9.5'	NA

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

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