

Looking for some place new? Madison is the Place for HelmsBriscoe clients to meet!

With five sparkling lakes, a beautiful Capitol building, UW-Madison and State Street, a single, walkable street lined with retail, restaurants and museums, it's no wonder *National Geographic* rated Madison, Wisconsin as one of the [Top 10 Happiest Cities in the World](#). And with 100% of planners and meeting attendees indicating that Madison met or exceeded their expectations, our happy city is a great place to ensure HB's client success and satisfaction. Our meeting spaces include everything from a lakefront convention center to hotels with 50,000 square feet of convention space.

The Frank Lloyd Wright-designed [Monona Terrace®](#) is located in the heart of Madison's vibrant downtown with breathtaking views of Lake Monona. This spectacular 250,000 square-foot convention center is Gold Level LEED certified and the perfect place to host your next convention. The Monona Terrace® offers a 600 space attached parking garage and is connected to a Hilton with 240 rooms. And with a 68,000 square-foot rooftop garden, there's not a more beautiful place to your next outdoor event.



Figure 1: Inside Monona Terrace



Figure 2: Monona Terrace overlooking Lake Monona

If you need more space that's versatile enough to host everything from the CrossFit Games to the World Dairy Expo, look no further than the [Alliant Energy Center \(AEC\)](#). This 164-acre campus earned the Travel Green Certification from the Wisconsin Department of Tourism and is conveniently located just minutes from downtown Madison. With abundant features for meeting planners, AEC has two exhibition pavilions with a total of 290,000 square feet, a 155,000 square foot exhibition hall, and the Veterans Memorial Coliseum with a capacity of 10,231, plus 20,000-75,000 square feet of flexible, functional space. Still need more space? The Alliant Energy Center also has 29 acres of natural green space with electrical power onsite. To make it easy for you as a meeting planner, the AEC is directly connected to The Clarion Suites at Alliant Energy Center. The Clarion boasts 140 rooms and free airport transportation.

For your groups that want everything all in one place, Madison has the [Madison Marriott West](#) and the [Madison Concourse](#) hotels. The Madison Marriott West has 50,000 square feet of meeting space their flexible conference center seats as many as 2,400 and divides into 5 sections. The Concourse offers 373 guest rooms and 27,000 square feet of flexible meeting spaces.

Whatever your needs are, Madison is the place to meet to increase attendance and net income. Discover why Madison is [ranked](#) repeatedly and booked eagerly. We greatly value HelmsBriscoe business and would love to show you and your clients an awesome Madison experience! Email [John Leinen](#) or call him at 608.441.3942 to start planning your event.