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MEET MADISON, WI: A DON'T-MISS DESTINATION

Our heritage as an Ag State isn't the only reason to host your next meeting in Madison. We've also earned a reputation for amenities, safety and service that will help you:

- **Increase attendance & net income.** Our sweet spot for events is 1,500 attendees but we've hosted up to 10,000. More importantly, we have a solid track record of helping planners increase attendance.
- **Receive rave reviews.** 100% of planners and attendees completing exit surveys last year reported that Madison met or exceeded their expectations as an event destination.
- **Connect to campus.** The renowned UW-Madison is #6 among U.S. universities in total research expenditures, and the College of Agricultural and Life Sciences (CALS) is one of the oldest and most prestigious colleges devoted to the study of the living world.
- **Add value:** Our state-of-the-art New Holland Pavilions make us an industry leader in agricultural shows, and we feature LEED-certified facilities throughout our city.

“*Thank you, team Madison! You guys were there every step of the way, and we had the most attendees we've had in a decade—more than 1,750. Attendees loved the event, and those who completed the survey gave us a 4.2 out of 5 stars for overall experience at the event.*”

— CHRISTOPHER WHITED, SENIOR DIRECTOR OF MARKETING AND CONVENTIONS, SOCIETY OF AMERICAN FORESTERS



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PEERS WHO BROUGHT THEIR MEETINGS HERE

Our Frank Lloyd Wright-designed Monona Terrace® convention center is located on the shores of Lake Monona and the Alliant Energy Center campus offers 164-acres of flexible, functional meeting space. We are proud of our LEED-certified facilities and track record for unparalleled event services. Join your peers who have made Madison their meeting destination:

- Epic XGM & UGM
- National Farm to School Network
- North American Association for Environmental Education
- World Dairy Expo



MONONA TERRACE® COMMUNITY AND CONVENTION CENTER

The Frank Lloyd Wright-designed Monona Terrace is a stunning, multi-level facility located in the heart of downtown Madison on the shores of Lake Monona. It was one of the first U.S. convention centers to be LEED-certified and recently earned the esteemed LEED Gold Certification for its sustainability efforts. This facility offers:

- 40,000 square-foot exhibition hall
- 14,000 square-foot ballroom
- 310 seat multimedia lecture hall
- 20 additional meeting rooms (28,000 square feet total)
- 600-space attached parking garage
- 68,000 square-foot rooftop garden that can be used as an event space



TRANSPORTATION

Though we pride ourselves on being a walkable destination, our airport is located just 10 minutes from downtown and convention centers, so we also offer abundant transportation options:

- Free airport shuttles at most hotels
- Three taxi companies plus Uber
- Madison BCycle, an urban bike-sharing program with 40 stations citywide



ALLIANT ENERGY CENTER CAMPUS

Conveniently located just minutes from downtown Madison, the 164-acre Alliant Energy Center campus features facilities to accommodate an array of meeting and event needs. This venue is Travel Green certified for its efforts to build sustainable tourism through its use of greenspace and other sustainability efforts. This facility offers:

- **New Holland Pavilions**, two exhibition pavilions with 290,000 total square feet of flexible, functional space
- An **Exhibition Hall** that offers a 155,000 square-foot exhibition hall with space for 650 booths, plus 14 meeting rooms that total 20,000 square feet
- **Veterans Memorial Coliseum** venue, with 10,231-person capacity and 20,000-75,000 square feet of flexible, functional space
- 5,800 on-site, paved **parking** spaces
- **Willow Island**, 29 acres of natural green space on a six-acre isthmus encircled by two ponds with electrical power onsite and flexible space



WHERE WE FLY

Dane County Regional Airport (airport code MSN) offers direct, non-stop service from: Atlanta, Charlotte, Chicago, Dallas-Fort Worth, Denver, Detroit, Fort Myers, Las Vegas, Los Angeles, Minneapolis, Newark, New York, Orlando, Philadelphia, Phoenix, Salt Lake City, San Francisco, Tampa, and Washington, DC.

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