

Dear Driver,

Thank you for attending Destination Madison's Driver Appreciation Celebration at the Dane County Regional Airport. We want to thank you for all that you do to support visitors in Madison! We also want to inform you about three (3) major events taking place this summer and fall in Madison, when demand for transportation will be very high.

Epic UGM Conference

- *Event dates:* August 18-21 (Monday-Thursday)
- *Event website:* <https://www.ugm.epic.com/>
- *Anticipated peak times:*
 - Sunday 8/17 (all day) for those arriving for the conference
 - Thursday 8/21 (early morning) for those leaving conference
 - Potentially high demand on Wednesday 8/20 (afternoon/evening) for those leaving the conference early

Ironman Wisconsin

- *Event dates:* September 4-7
- *Event website:* <https://www.ironman.com/races/im-wisconsin>
- *Anticipated peak times:*
 - Thursday 9/4 (all day) when most athletes will be arriving
 - Monday 9/8 (all day) when most athletes will be leaving

World Dairy Expo

- *Event dates:* Sept. 30 – Oct. 3
- *Event website:* <https://worlddairyexpo.com>

Thank you again for joining us today! We hope this information is helpful for you to know the best times to drive during these major events. Please don't hesitate to reach out to the Destination Madison team at services@destinationmadison.com with any questions!

Best,

The Destination Madison Team