



CONVENTION CENTER CAMPUS INFO

Milwaukee's convention campus features three unique venues: Baird Center, the Miller High Life Theatre and the UW-Milwaukee Panther Arena.

THE BAIRD CENTER

Current Rentable Space	SQ. FT.	Expanded SQ. FT.
Exhibit Halls	188,695	300,275
Ballrooms	37,506	69,434
Meeting Rooms	39,640	73,566
Pre-function space (foyers)	63,250	143,415
TOTAL	329,091	604,913

*The convention center expansion opened on May 16, 2024.

MILLER HIGH LIFE THEATER

Located just behind the convention center, this magnificent historic theater is the largest theater in the state with 4,087 seats in two tiers of sloped seating offering excellent sightlines, luxury, and comfort.

Rentable Space	SQ. FT.
Balcony	10,016
Floor	18,714
Kilbourn Hall	3,993
Kilbourn Hall Rotunda	1,581
Main Hall	31,897
Plankinton Hall	6,131
Rotunda	32,815
TOTAL	105,147

**TOTAL RENTABLE
CONVENTION CENTER
CAMPUS SPACE:
727,553 SQ. FT.**

UW-MILWAUKEE PANTHER ARENA

The 12,700-seat UW-Milwaukee Panther Arena is a sports and entertainment venue that puts every visitor close to the action with no obstructed-view seats.

Rentable Space	SQ. FT.
Exhibit Space	41,000
Arena Exhibit Hall	17,340
Full Arena	24,000
TOTAL	82,340



MAJOR MILWAUKEE EVENTS

Upcoming Events	Date	Est. Attend.	Est. Econ. Val.
2024 Annual Meeting of the United Supreme Council Scottish Rite Masons	May 21 – 29	2,000	\$2.6 million
NY2LA Sports 2024 GNBA Championships	May 31 – June 1	1,500	\$1.4 million
The Salvation Army 2024 SA Commissioning Event	June 3 – 9	1,000	\$1.3 million
2024 National Association of Student Financial Aid Administrators Annual Conference	June 13 – 22	2,623	\$5.1 million
Track Enterprises 2024 Father’s Day 100 ASA Stars National Tour	June 14 – 16	1,600	\$529,000
2024 Association of College and University Housing Officers – International Annual International Conference	June 19 – 26	2,000	\$2.3 million
Walter Schroeder Aquatic Center 2024 WGLO Meet	June 20 – 22	1,560	\$530,000
73rd National Square Dance Convention 2024	June 22 – July 1	2,500	\$2.1 million
2024 Game Day World Series Milwaukee #2	July 3 – 6	1,550	\$571,000
2024 NY2LA Summer Jam	July 11 – 13	1,700	\$1 million
Walter Schroeder Aquatic Center 2024 WI 13 & O State Champ	July 25 – 27	1,600	\$690,000
North South Foundation National Competition	August 1 – 4	3,000	\$1.2 million
2024 Compeer Annual Employee Meeting	August 3 – 13	1,250	\$1.6 million
2024 Connect Marketplace	August 26 – 29	3,700	\$5.3 million
2024 Women’s College Volleyball Showcase	August 30 – Sept. 2	14,160	\$1.3 million
2024 LeMans NVP Products Expo	Sept. 3 – 8	12,000	\$1.2 million
Uihlein Soccer Park 2024 Pepsi Cup	Sept. 6 – 7	3,309	\$2.2 million
2024 Villain Arts Tattoo Convention Milwaukee	Oct. 2 – 6	7,000	\$722,000