



CONVENTION CENTER CAMPUS INFO

Milwaukee's convention campus features three unique venues: the 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 broke ground in 2021 and will be completed by 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.
2023 Ponyville Ciderfest	November 15 – 19	1,000	\$418,000
Walter Schroeder Aquatic Center 2023 WGLO Fall Meet	November 17 – 18	1,050	\$366,000
Walter Schroeder Aquatic Center 2023 Schroeder Y Finalist	December 1 – 2	1,400	\$426,000
Junior Volleyball Association 2024 JVA Boys' Brew City Battle	January 25 – 28	6,000	\$1.85 million
Walter Schroeder Aquatic Center 2024 44th Annual A+ Meet	February 2 – 3	1,950	\$1 million
Junior Volleyball Association 2024 JVA MKE Jamboree	February 9 – 11	6,500	\$1.5 million
Wisconsin State USBC Bowling Association 2024 Women's Championship Tournament	February 9 – 28	10,800	\$135.8 million
2024 Anime Milwaukee	February 14 – 18	12,000	\$1.2 million
2024 Midwest Twisters Gymnastics Invite supported by the Harley-Davidson Museum	February 15 – 18	8,100	\$2.5 million
Montage Sports MKE, LLC. 2024 President's Day Girl's Volleyball Tournament	February 17 – 19	4,000	\$732,000
HelmsBriscoe Fur Squared 2024	February 21 – 25	1,500	\$532,000
Walter Schroeder Aquatic Center 2024 WI Swim 12 & U State	February 23 – 24	1,200	\$505,00
Badger Region Volleyball Association 2024 Badger Region Championships – Week 1	March 14 – 17	10,500	\$1.5 million
Walter Schroeder Aquatic Center 2024 Wisconsin/UP YMCA State Championship	March 15 – 16	2,225	\$895,000
Badger Region Volleyball Association 2024 Badger Region Championships – Week 2	March 21 – 24	4,500	\$1.1 million
NY2LA Sports, Inc. 2024 Swish n Dish Spring Warm-up	March 29 – 30	5,000	\$1.8 million
2024 Midwest Gaming Classic	April 3 – 7	12,000	\$2 million
2024 Simpleview Summit	April 6 – 11	1,100	\$2.3 million