



OF DANE COUNTY

General Information and Facility Policies

FACILITY USER'S GUIDE

THE ALLIANT ENERGY CENTER

1919 Alliant Energy Way

Madison, Wisconsin 53713

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608-267-3975

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608-267-3995
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608-267-3956

Catering/Concessions/Novelties **Centerplate**
608-661-0525

Attached Hotel **Clarion Suites**
1-800-527-1133
608-284-1234 ext. 6413 **Ben Glantz**

Greater Madison Convention **800-373-6376**
and Visitors Bureau

Directions: From Highway 12/18 (South Beltline Hwy) - Exit either John Nolen Drive or Rimrock Road North and proceed 1/4 mile to the Alliant Energy Center. Main entrance is on Rimrock Road.

From the airport - Exit airport highway 113 to highway 30 to highway 51 south to "beltline" highway (12/18) west. Proceed as indicated above.

Facilities: Multipurpose convention, assembly, sports, entertainment and exposition center on 164 acres of land which includes 10,000 seat Veterans Memorial Coliseum; 255,000 square-foot Exhibition Hall, including 100,000 gsf clear span exhibit space, 20,000 gsf of meeting rooms and 30,000 gsf of lobby; two livestock exhibition pavilions totaling 290,000 square ft.; and an Olympic-sized ice sheet. Over 5,800 paved, illuminated parking stalls with additional overflow parking available. Limited event camping is available on-site.

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GENERAL INFORMATION

Welcome to Alliant Energy Center of Dane County! The following information is designed to acquaint you with our facility and assist in planning your event at the Alliant Energy Center. On-site catering, in-house decorating, and a full range of audio-visual equipment are available to facilitate turnkey event execution. In addition to overall coordination, our Event Services Department will be happy to assist you with designing your show and securing those special needs to make your event a complete success.

Extras per Contract

Most executed contracts have an addendum attached that details the limits of what is included in your rental agreement with the AEC. Outlay of materials and services beyond these limits are called Extras and will be billed after the show at prices current at the time of the event. Show management and their agents need to be aware that our Event Services Department will provide for requests made in advance or during your show. However, these may result in additional charges beyond those covered in your contract. Your sales representative or event coordinator can provide our current Promoter Price List.

Americans with Disabilities Act

All shows must comply with all applicable requirements of the 1990 Act. AEC service staff will work with you to resolve any questions or issues that might arise.

Curfew

Per county ordinance, minors are not allowed on the streets during certain hours unless accompanied by a parent, legal guardian, or an adult with permission of a parent or legal guardian.

Under age 15	Sunday through Thursday	10:00 p.m. to 5:00 a.m.
	Friday and Saturday	11:00 p.m. to 5:00 a.m.
15 through 17	Sunday through Thursday	11:00 p.m. to 5:00 a.m.
	Friday and Saturday	Midnight to 5:00 a.m.

Emergency Situations

In the event of an emergency (fire, police, medical), call 911 immediately, then contact the Manager on Duty, the Event Operations Supervisor, or a Center Worker.

Fire and Safety Regulations

Please read General Fire Safety Requirements in the Appendix.

Event Parking

Overall event parking is addressed in your license agreement. Parking regulations are enforced daily. Parking is not allowed in the fire lanes, on the loading docks or in service entrances to the buildings. Exhibitors are allowed time as needed to unload but must then move the vehicle to public parking. Exhibitors will be assessed a parking fee during show days. Based on availability a limited number of dock parking passes can be made available for the Exhibition Hall or the Coliseum to facilitate special needs for ready transportation or supply. Please contact your event coordinator to request these arrangements. Non-compliance will result in citations.

Gratuity Policy

Services provided by AEC employees will be performed in a timely and efficient manner without the need for extra incentives. AEC employees or subcontractors are not allowed to accept gratuities. AEC employees are also not allowed to accept free samples or product giveaways. We appreciate your help in avoiding any embarrassing moments by refraining from offering gratuities or samples to employees or management representatives. Acceptance of gratuities or food may lead to disciplinary action, up to and including termination of AEC personnel.

Food and Beverage:

Centerplate is the on-site catering firm licensed as the exclusive provider of food and beverage services at AEC. A representative of Centerplate will contact you in advance of your event to help ascertain your food and beverage needs.

Additional information about Centerplate can be found at www.alliantenergycenter.com/Catering. You may also contact Centerplate directly at 608-661-0525.

Move In

Move in is allowed only through the doors designated for this purpose. Show management is responsible to notify and enforce this policy with their subcontractors, exhibitors and attendees. Show management will be charged for any damages incurred by exhibitors failing to comply with this procedure. Due to business and staffing levels, early move in before the time specified by contract cannot be accommodated. If additional time is anticipated, please arrange for the extra time or day(s) when completing your license agreement.

We ask that exhibitors load into their booths and then move their vehicles to a parking lot before setting up

Exhibition Hall: When arriving to move in, please follow the signs to "SHIPPING and RECEIVING". This will take you to the loading dock area behind the Exhibition Hall where a parking attendant will assist you.

Veterans Memorial Coliseum: Move in is through pre-approved designated door or doors

New Holland Pavilions: Move in is through pre-approved designated door or doors.

Arena: Move-in is through the west overhead doors.

Shipping

As a courtesy to show management, AEC will receive the first 200 lbs. of advance shipments at no charge. Additional freight will need to be arranged in accordance with freight receiving charges current at the time of your event. When shipping in advance, address freight only to your proper event name and room designation. Referencing AEC or its representatives may cause confusion and delays in the warehouse. Your shipping address is:

YOUR EVENT NAME
YOUR ROOM DESIGNATION (or BOOTH #)
1919 ALLIANT ENERGY CENTER WAY
MADISON, WI 53713

Show Set-Up

- A. Licensee understands and agrees to make, at its own expense, all AEC approved alterations, installation and decorations in the space rented. At the conclusion of the event, Licensee will restore the space to its condition previous to the alterations for that event.

- B. Heavy plastic must be used on the floor in all areas except the New Holland Pavilions, for any display using soil, water or any other landscaping type of materials. This includes pens for live animals. (Hay and straw are prohibited in the Exhibition Hall.)
- C. All water fountains or other decorative water containers must be waterproof (leak-proof).
- D. All rigging must be in compliance with the rigging guidelines set at the AEC.
- E. All signs and banners beyond the leased area require AEC approval.
- G. Licensee and its service contractors and exhibits are responsible for removing all adhesive tape and residue marks from the floor. An applicable fee for removal of residual tape will be assessed if not completely removed. Only AEC approved tapes should be used.
- H. No signs are permitted in outside areas without the approval of AEC.

The following are not permitted: adhesive-backed decals or stickers; sand or dirt on carpeted areas; decorations affixed to the walls, columns or ceilings; painting that can damage floors. No tape is permitted on the terrazzo floors.

Show Decoration

The Center maintains an extensive inventory of standard equipment used in show decoration. (Please see Promoter Price List for materials and services.) In addition to stock items, AEC is able to secure or recommend sources for most items not found in our inventory. Additional charges may apply.

- A. Furniture from our existing inventory used in show offices, exhibitor lounges, and public rest areas near concession sales locations will be provided at no charge.
- B. Drapery used as masking on the show floor will be provided at no charge when outlay is in reasonable quantities and in a mutual best interest, as solely determined by AEC.
- C. Large format carpeting will include usual loss due to trimming for proper fit. Carpet plans that vary from the standard 10’ grid, or otherwise require extensive inventory loss to execute, will be charged at the current rate, as an extra to the license agreement.
- D. When AEC is requested to supply services directly to individual booths or exhibitors, show management will provide AEC service kits to those persons or direct exhibitors to the AEC e-commerce site at least 30 days prior to move in.

Directing Attendees

It is important to provide your guests with proper directions for your event. Your event space is one of many locations in our large facility. Directions should follow the same logic as a street address.

Two examples:	BUILDING SITE/CAMPUS	VETERANS MEMORIAL COLISEUM THE ALLIANT ENERGY CENTER
	BUILDING SITE/CAMPUS	EXHIBITION HALL THE ALLIANT ENERGY CENTER

Supplemental information is also helpful, such as: *Please enter the Center from Rimrock Road and park near the flag display. Follow the sign from the parking lot directing you to the meeting rooms.*

Exterior and interior directional signage is available. In addition, lobby stand-up signs and easels are available from our rental inventory. Affixing signs to walls, doors and other building surfaces is strictly prohibited. Please contact your event coordinator for any further information to assist in providing your guests with directions.

Recycling Center

AEC has made a strong commitment to recycle materials from large-scale events. Please help us preserve our natural resources. Join our recycling efforts by placing your recyclable items in the appropriate receptacles located throughout the facility. It is especially important to encourage your exhibitors to deposit their corrugated cardboard boxes in the marked cardboard compactor on the loading dock. We also encourage you to include this recycling information in event materials you distribute.

Events Services

After completing a rental agreement with the Sales Department, you will be contacted by an event coordinator from the Event Services Department. You may also contact Event Services prior to their call with any questions. Dial our switchboard, 608-267-3976, and ask for your event coordinator. Your event coordinator will be your main contact from this point forward and will assist you with the overall design of your event, including timetables, floor plans, audio visual and equipment needs, and in-house personnel and services that may be required. Once your event is on-site, an event operations supervisor is assigned to execute the event as planned and to help with any unforeseen needs that may arise.

Fax and Copy Service

For some events a fax machine and copy services are available for show management and public use for a minimal fee at the Information Desk located in the lobby near Hall A. The fax number is **608-267-1548**. Please verify hours of operation with your event services coordinator.

Housekeeping Services

Cleaning will be provided by the Alliant Energy Center in the aisles, lobbies and restrooms. Cleaning does not normally include booths, but is available for an additional fee. Consult your event coordinator if more frequent cleaning is desired.

Ice Water and Linen Service

Please contact on-site catering service, *Centerplate*, at 608-661-0525.

Background Music

A wide selection of background music is available for your event in the Exhibition Hall. This is readily available in the Lobby, Meeting Rooms and Halls A-D. Your event coordinator can provide a selection list.

Security

The Alliant Energy Center provides only off hours fire watch and rudimentary building surveillance. Event security or surveillance of specific exhibits is not provided by AEC. The AEC can recommend firms to address specific security assignments or concerns. Other licensed local security companies are available as well. Please consult your event coordinator for further listings.

Interior Signage and Banners

Booth signs are available with a five-day advance notice. The Alliant Energy Center can also provide various stands and sign holders from our inventory. Please check the current Promoter Price List and consult with your event coordinator for special requests.

Free-standing signs, banners, decorations and similar materials are permitted provided they do not cause a traffic or fire hazard. Signs may NOT be taped, nailed, stapled, hung or affixed to interior or exterior surfaces. (Please also see Facility Policies for additional information about interior signage.)

Your signs or banners can be hung by the AEC staff from the ceiling or catwalk in Halls A-D on a point system (One wire connected to a place on your sign or banner is a point.) Please refer to Promoter Price List for rates.

At the entrance to each meeting room in the Exhibition Hall is a convenient sign holder which will accommodate an 8 ½ x 11 portrait size paper sign (provided by show management).

Exterior Signage/Advertising

- A. When clients share a public area or lobby, signage must be limited to the public area directly in front of the contracted space.
- B. Local zoning ordinances require all signage in public areas to be public information and directional in nature. Signage must relate to the show in the above manner and not merely display the name of the event sponsor(s).
- C. The most appropriate exterior locations for event signage at the Exhibition Hall are on the pylons at the front of the building and on the headers over the front entrance doors.
 - 1. Only pylons corresponding to the space under contract may be posted without permission from the AEC.
 - 2. The name of the event must be at least as prominent as the advertiser or sponsor name.
- B. Vehicles or trailers parked in front of AEC buildings are permitted with restrictions. If permitted, they must meet zoning requirements to be of public information and directional in nature. Location must be approved in advance by event services and not block building access.
- C. Large events and ticketed public events are eligible for electronic marquee listing. Only the proper show names and dates will be listed. Sponsors will not be listed. Listings will be placed on the marquee at the sole discretion of AEC as space permits and with at least two weeks notice.
- F. The Center's exterior signage policy will be reviewed with you by your coordinator. No signs or banners may be displayed without the approval of the Center's Director. No signs, banners, or messages of any kind may be directed to John Nolen Drive, Olin Ave. or Rimrock Road.

Electrical Services

All service connections, disconnections and overload protection equipment must be installed by AEC Electrical Services Department. All equipment and material furnished shall remain the property of AEC and shall be removed **only** by AEC's electricians at the end of the show. Special equipment requiring company engineers or technicians for assembly, servicing, preparatory work and operation may be executed without AEC electricians.

The AEC offers the common electrical service connections listed below.

- 120 VOLT, AC, single phase
- 208 VOLT, AC, single phase and three phase

Permanent building electrical outlets are not part of booth or meeting space. All equipment must be properly tagged or marked as to the type and amount of current, voltage, phase, frequency, horsepower, etc. Use of open clip sockets, latex or lamp cord wire, unapproved duplex or triplex attachment plug is prohibited. All 120 volt cords must be the three-wire, grounded type. All exposed non-current metal parts of fixed equipment must be grounded. All equipment, regardless of power source, must comply with local, state and federal safety codes.

Exhibitors are allowed to supply their own multiple connection boxes, surge protectors and extension cords provided they are grounded and meet all safety regulations. However, **all power sources must be supplied by AEC.**

Rates quoted for all connections cover the cost of bringing one electrical service connection to the back of the exhibit booth and does not include connecting equipment, wiring or taping of electrical cords to meet safety requirements. Anything requiring 24-hour current must be ordered in advance and clearly marked on the AEC Service Order.

The AEC reserves the right to refuse any connection to equipment that is deemed unsafe by the AEC Electrical Service Department.

Please refer to Advance Electrical Service Order for standard electrical services/supplies offered by AEC.

Labor Policies

All AEC labor is subject to a minimum call of two hours in cases where workers must be called in exclusively for your event. Management makes every attempt to schedule labor on a multiple job basis to ensure work is done on straight time and to avoid minimum calls

A **change-over or reset charge** additional to rent, is incurred when an existing set-up requires a change during the event. This is based on the number of hours it takes to complete the change over and any change in equipment or furnishings. Please consult your event coordinator regarding change over labor charges.

The AEC has many trained professionals to help make your event a success. AEC's loading dock policy permits great freedom to use labor or services of your choice.

There are some situations in which facility employees must be used. These instances are listed below. Please consult your event coordinator if you have questions regarding AEC labor.

Cashiers/Ticketing	Contact Madison Ticket Agency at 608-267-3956*
Carpenters	Responsible for custom orders and display installation.*
Electricians	Responsible for the installation and dismantling of anything that uses electricity as a power source. AEC's licensed electricians also maintain the AEC public address systems, paging systems and audio recordings.
Facility Staff	Responsible for the installation of all necessary utility connections (air, water, gas) within the facility.
AEC Workers	Responsible for set-up and tear down of the AEC's equipment required to produce an event not related to a stage production. AEC workers perform general cleaning of the facility, are on floor duty during events and changeovers. There is no additional charge for this labor under normal circumstances.
Forklift Operators	Responsible for loading in or out per service order. Only AEC operators may use AEC equipment.
Stagehands (IATSE)	Contact your event coordinator.
Special Services	Responsible for ticket taking, badge checking, controlling access, seating patrons, and informing and assisting customers. This includes ushers, door guards, and coat-check personnel.

*Available but not required at the Center.

Please consult the Promoter Price List for current labor rates.

Equipment Rental

Audio Visual Equipment

The AEC provides a full range of audio-visual equipment for rental. Rates are per rate sheet. AEC is responsible for normal maintenance on this equipment, but the Licensee is responsible for equipment abuse or loss. AEC is not responsible for maintenance or operation of any equipment brought in to the facility by presenters, exhibitors or licensees.

Sound and Public Address Systems

All halls and rooms in the Exhibition Hall are equipped with high quality, zone type sound systems. (Please see Promoter Price List for prices and options available.) When requested, sound or PA can be provided in most locations in the Exhibition Hall. Paging is not available at AEC shows. AEC reserves the right to make announcements when in the interest of the attending public or the AEC.

Equipment not listed in the Promoter's Price List can be quoted separately.

FACILITY POLICIES

Facility Policies for events are an extension of the License Agreement and are designed to give the Licensee a clear understanding of the responsibilities and operational guidelines of the Alliant Energy Center (AEC). Any matters not expressly covered by these policies shall be determined by the Director of the AEC. AEC reserves the right to alter and/or amend these policies at any time.

SECTION 1: Definitions

- A. AEC - The Alliant Energy Center and its representatives
- B. Director – The Executive Director of AEC
- C. Licensee – The party who entered into a written Licensee Agreement with the AEC

SECTION 2: Mission Statement

The Alliant Energy Center of Dane County will manage and operate first rate venues for local, regional, national and international events. The facilities will consistently deliver superior, user-friendly services to all its customers, clients, tenants, visitors, guests and employees. The Alliant Energy Center will be properly maintained, and professionally and efficiently operated. The Alliant Energy Center will benefit the community and citizens of Dane County by providing the economic and quality of life benefits related to its success in the conventions, expositions, meeting and trade show industry and hosting entertainment, sporting, livestock exhibition, consumer and social events. The Alliant Energy Center shall achieve these objectives with no General Fund operating subsidy.

SECTION 3: Booking Policy

The responsibility to market, promote and sell the venues and grounds of the Alliant Energy Center is solely that of the AEC.

Primary considerations for booking events include:

- 1. Total revenue and space
- 2. Projected revenues to AEC (rent, food/beverage, building services, parking)
- 3. Projected number of room nights
- 4. Time of year
- 5. Potential for repeat business
- 6. Projected economic impact to Dane County
- 7. Available space/dates

The ranking order and priority of events booked at AEC:

First Priority – Convention/Trade Shows which are international, national, regional, state, or association meetings normally closed to the general public that would have a significant economic impact to the County of Dane. These events are contracted with no restraints. Also receiving First priority scheduling are public shows, local corporate meetings and special events. These events may be contracted with at least 50,000 GSF and 2-3 days in length and a maximum of 1-3 years out. Large public exhibitions held annually may make long-range confirmed commitments and contracts.

Second Priority – Concerts, family shows and general assemblies. Contracts between six months and one year in advance of facility use after commitments/obligations are met for long term tenants, annual facility users, national touring and local professional sports.

Third Priority – Corporate and local business meetings, banquets, entertainment events and other activities which draw local attendees. These events may be contracted at a maximum of six months in advance. Exceptions: events with the approval of the AEC Executive Director held during the holiday season may be contracted a year prior to the event.

SECTION 4: Consumer/Public Trade Show Event Separation Policy

Consumer public trade shows, at the discretion of the Director, may be protected from competing with similar shows 30 days before and after the scheduled event. **Competing consumer public trade shows are defined as shows that have at least 35% of exhibitor areas similar in nature and scope.** A minimum requirement for this event protection period is either 25,000 sq. foot 3-day show/event or a 50,000 sq. foot 2-day show/event. The protection parameters may be allowed minimum fluctuation if deemed necessary by the Director. Some specific shows or family shows may be allowed additional event separation at the discretion of the Director.

SECTION 5: Cancellation Policy

If space is cancelled or not occupied at the time specified per contract, the full amount of the rental is the responsibility of the Licensee.

AEC reserves the right to issue, modify or terminate scheduling commitments in order to operate the facility in a sound and ethical business manner which maximizes economic benefits and financial stability. AEC also reserves the right to promote, solicit, develop and schedule activities that meet its financial objectives and to pre-qualify all activities requesting space at the AEC.

SECTION 6: Rental Information

- A. An executed License Agreement and/or contract deposit are due and payable prior to occupancy of AEC venues or campus.
- B. Insurance and final payments are due 30 days prior to occupancy.
- C. Net square footage is the actual display area used less normal aisles. Gross square footage is the maximum portion of the facility under contract. Verification of total exhibit area used will be made on the first show day. (See Appendix for Floor Plan Approval Process.)
- D. Event settlement will take place at a designated time at the conclusion of the event
- E. AEC will monitor sound levels to ensure other events, neighbors, or others are not disturbed.
- F. The Director and his/her representative may enter all areas at any time and on any occasion without any restrictions.
- G. Contracts must be returned with deposit prior to the due date. Contracts returned without deposit or after the due date may be cause for termination of the agreement.

SECTION 7: Insurance

- A. Licensee shall procure and maintain during the license's term, Commercial General Liability Insurance with a limit of not less than \$2,000,000 bodily injury and property damage combined single limit each occurrence.
- B. An insurance certificate naming Dane County and the Alliant Energy Center as additional insured as well as Certificate Holder is requested 30 days prior to the event.

SECTION 8: Food Services/Novelties

- A. Food/beverage service on the AEC campus is provided exclusively by *Centerplate*. AEC reserves the right to sell food/beverage during all events and the right to schedule stands based on activity.
- B. For events in the Exhibition Hall where concession stands are requested to be open, please contact *Centerplate*. Special arrangements may be made for menu offerings that would best address actual needs for your event.
- C. Distribution of all food/beverage samples must be fundamental to the event and approved in advance by AEC and *Centerplate*. Allowable portions:
 - Non Alcoholic Beverage: 2-3 oz.
 - Food: Bite-size sample (not to exceed 2oz.)
- D. Licensee agrees not to block any public food stand or concession.

Selling or dispensing printed materials, records, tapes, CDs, flowers, novelties, souvenirs, clothing, or any other item in the venues or on the campus by the Licensee or its agents may be subject to fees and must be approved in writing by AEC prior to occupancy. Show managers are responsible for ensuring that all vendors/sellers report certain information to the Wisconsin Department of Revenue. See sample form in Appendix.

AEC reserves the right to sell bouquets, refreshments and other merchandise; to rent umbrellas and other articles; to conduct a coat check-room; to sell refreshments from mobile units at the Center's discretion; to control programs and other privileges; and to take photographs and/or audio/video recordings for its own records.

For public, ticketed events, a merchandise sale agreement with *Centerplate* shall be concluded 60 days prior to the first event day. Standard 75/25 building sells or 80/20 act sells policy will prevail.

SECTION 9: Exhibitor Services

- A. Licensee agrees to provide the AEC service order forms (electrical, services and material and freight) to exhibitors via its website at www.alliantenergycenter.com. Licensee agrees to provide a copy of the exhibitor list and kit to AEC at least 21 days prior to event.
- B. AEC will maintain a Service Desk during exhibitor ingress for most events.
- C. Freight is accepted when AEC is the show contractor. The first 200 lbs. of freight per show is provided at no charge to the show manager. Only designated freight elevators may be used for transportation. Freight is prohibited on all passenger elevators.
- D. Exhibit floor plans must be submitted to AEC's service department 10 days in advance of event for approval (See Appendix for Floor Plan Approval Process.)

SECTION 10: Decorations

- A. Licensee understands and agrees to make, at its own expense, all alterations, installations and decorations that are previously agreed to by AEC in the space rented. At the conclusion of the event, Licensee will restore the space to its condition previous to the alterations for that event.
- B. A protective coating (i.e., heavy plastic) must be used on the floor for any display using soil, water or any other landscaping type of materials. This includes pens for live animals. (Note: Hay and straw are prohibited for use as bedding in the Exhibition Hall.) Plastic to protect floors is not required in Pavilions.
- C. All water fountains or other decorative water containers must be waterproof.

- D. All rigging must be in compliance with AEC rigging guidelines. (See Performance Venue rigging guidelines for the Coliseum and Exhibition Hall.)
- E. The use of helium balloons may be permitted with prior AEC approval, provided:
 1. They are securely anchored or strung together (i.e., arched).
 2. They are removed at the end of the event. A \$25.00 per balloon fee will be assessed for removal of balloons from the ceiling.
 3. Helium tanks must be placed outside the building during the event and appropriately secured.
 4. Balloons must be used for decoration only. No public distribution is allowed.
- F. All signs and banners outside the leased space require approval of the AEC's Director.
- G. Licensee and its service contractors are responsible for removing all adhesive tape and residue marks from the floor. A fee for removal of residual tape will be assessed if not completely removed. Only AEC-approved tapes should be used. Approved tape will have fiber reinforcing or be specifically designed for this purpose. No posting is allowed to any building surface, including but not limited to walls, windows and doors. A \$10.00 charge may be incurred for each unauthorized sign removed by AEC staff.
- H. No signs may be displayed outside anywhere on the site or campus without the approval of the AEC's Director. Your event coordinator will provide you with a copy of the Center's exterior signage guidelines.
- I. AEC will provide a Service Desk function at most exhibit events. Location as determined by AEC.

The following are not permitted: adhesive-backed decals or stickers; sand or dirt on carpeted areas; decorations affixed to the walls, columns or ceilings; painting that can damage floors, and tape on terrazzo floors.

SECTION 11: Exterior Signage/Advertising

- A. If clients share a public area or lobby and one or more wishes to promote its event in those public places, each client must get: 1. permission from the other clients, and 2. approval from AEC, before committing to placing signs in those public places.
- B. Local zoning ordinances require all signage in public areas to be public information and directional in nature. Signage must relate to the event in the above manner, and not merely display the name of the event sponsor(s).
- C. The most appropriate exterior locations for event signage at the Exhibition Hall are on the pylons in front of the building and on the headers over the front entrance doors.
 1. Only pylons corresponding to the space under contract may be posted.
 2. The event name must be more prominent than the advertiser or sponsor on any exterior sign.
- D. Vehicles or trailers parked in front of AEC buildings are not permitted without approval of AEC. If allowed, the location must be approved by event services and not block building access.
- E. The following type of events are eligible to be listed on the marquee on the corner of John Nolen and Rimrock Road -- public, ticketed events, large consumer events, events with attendance over 200 guests, or where listing is noted on contract. Only the proper show name and dates will be listed. No event sponsor names will be displayed on the marquee. Listing will be placed on the marquee in advance of the event, as space becomes available, usually 2 weeks in advance of the first event date. AEC has the sole determination of message displayed.

Priority is given to concerts, family shows, and sporting events that sell tickets in advance. These events will be listed when tickets go on sale to the public. If AEC benefits by greater attendance through parking and food and beverage sales, then we want to foster that effort by advertising the event.

- F. No advertising, signs, or message of any nature may be directed to traffic on John Nolen Drive, Rimrock Road or Olin Ave. Any sign must meet zoning requirements to be of public information and directional in nature.

SECTION 12: Exhibits/Displays

- A. AEC will clean aisles in the exhibit hall, unless carpet is installed by a third party decorator. All booth and custom cleaning are the responsibilities of the booth holder.
- B. Service contractors are responsible for cleaning freight entrances, docks and crate areas daily during the license period. All exhibit areas must be restored to the same condition that existed prior to the license period. All crates and pallets must be removed from facility within the licensed period. Cleaning fees may be assessed based on time and material
- C. Motorized vehicles may be displayed during events provided the Licensee has prior AEC approval and the following conditions are met:
 - 1. Fuel tanks have less than 1/4 tank of gas.
 - 2. Fuel caps are taped shut or have a locking cap.
 - 3. Hot lead battery cables are disconnected.
 - 4. Plastic sheeting under the vehicle may be required at AEC discretion.
 - 5. Fueling and de-fueling are done off the premises.
 - 6. Vehicles remain stationary.
 - 7. Vehicles are not jump-started on premises.
- D. All display materials must be flame-retardant.
- E. With the exception of animals displayed in the Pavilions during livestock shows, animals may be displayed in conjunction with an exhibit only when specifically approved in advance and in writing by the Center's Director. No personal pets are permitted in AEC facilities. (Additional insurance may be required.) Service dogs are permitted provided they remain on a leash or stay within voice command. If facility access is permitted, the animals' actions, cleanup and proper disposal of waste are the responsibility of the owners or licensee. Any unauthorized animals may be subject to fines and removed from the facility.
- F. Freight is defined as any package or parcel in excess of 25 lbs. and/or larger than 32" in any dimension. Freight load in/load out:
 - 1. Load in/load out may take place only at the loading docks or service entrances in the rear of AEC buildings or south doors with advanced approval. **Freight may not be moved in through front lobbies or passenger elevator doors.**
 - 2. The Licensee is responsible to inform exhibitors of AEC freight load in/load out policy. Licensee is responsible for damage to doors, door framing, floors or other building fixtures that is the direct result of improper freight handling.
 - 3. AEC will provide dock marshals to assist show management in the control of move in/out of freight, when considered appropriate by the AEC. Shows between 25,000 and 50,000 GSF will be

provided one marshal to direct and organize traffic flow at the loading dock. Shows in excess of 50,000 GSF will be provided one marshal per 25,000 gsf for the loading dock area. These persons shall be provided at no additional cost to the Licensee.

G. See Appendix for Floor Plan Approval Process.

SECTION 13: Fire Regulations

- A. Licensee, exhibitors and show contractors agree to comply with all federal, state and local fire and building codes that apply to places of public assembly.
- B. Due to the nature of the event and fire protection codes, the Town of Madison Fire Marshall may require a fire watch at the Licensee's expense.
- C. See "General Fire Safety Requirements" in the Appendix for detailed rules, regulations and policies.

SECTION 14: Firearms and Ammunition

- A. Guns or ammunition may only be displayed, traded or sold at organized shows where these items would be considered related. This includes gun, sports, law enforcement and hunting shows. The display of guns at other types of events is prohibited.
- B. All guns brought in for display must be examined by an on- or off-duty police officer or deputy to assure their safety for display, trade, or sale. The inspection of guns is the responsibility of the show organizers.
- C. Any show where guns are likely to be brought in by the public will arrange for a police officer or deputy to be stationed at the entrance to perform above inspection on all carry-in firearms.
- D. All state, local and federal laws must be adhered to in regard to the proper transfer of ownership of any firearms or ammunition.
- E. Firing of weapons is strictly prohibited.
- F. Handling of firearms by minors is prohibited.

SECTION 15: Pyrotechnics

Pyrotechnics are prohibited except by pre-arrangement with the Town of Madison Fire Marshall. An application for a permit should be made at least 45 days before your event at AEC. Please see the sample pyrotechnic permit in the Appendix and consult your event coordinator for further information.

SECTION 16: Security

- A. Security plans must be provided for approval 30 days in advance of event. AEC will approve all security plans for events and has the authority to require additional security.
- B. Based on expected attendance and the area(s) utilized, security personnel may be required by the AEC for event presentation, at licensee's expense.
- C. AEC does not provide security coverage in utilized space, and is not responsible for security of space and contents within.
- D. When outside security firms are engaged by Licensees for use on the AEC campus, they must be pre-approved by AEC.
- E. Per ordinance, only on-duty Dane County Sheriff's deputies may carry firearms on the Alliant Energy Center premises.

SECTION 17: Tickets/Box Office

- A. Licensee may use Madison Ticket Agency, with an office located in the west lobby of the Coliseum, for any ticketed event at AEC.
- B. If Madison Ticket Agency is not contracted for full ticket service, then an addendum to protect public funds shall be executed prior to any announcement, advertisement or sale of tickets for public events.
- C. Tickets, whether handled through Madison Ticket Agency or another agent, may not go on sale until the rental contract has been properly executed and initial contract with deposit is received by AEC.

SECTION 18: Parking

- A. See Appendix for map and details of parking lots.
- C. Payment of parking fee allows holder to enter the AEC campus an unlimited number of times in the day for which the parking fee is paid.
- D. A daily fee is charged for the entry of a motor vehicle onto AEC campus absent a valid parking pass. Exhibitors must pay to park.
- E. Three times the daily rate is charged for the entry of a bus onto AEC site or campus. Buses that enter solely to discharge passengers and do not remain on AEC site or campus, or that enter solely to pick-up passengers, are fee exempt.
- F. A reduced rate for multi day exhibitor passes is available. An AEC issued exhibitor pass is distributed to a person presenting an exhibit at AEC by licensees and entitles holder to bring his/her motor vehicle onto AEC site or campus. When events provide their own parking passes, a copy of the pass shall be provided to the Event Services Department at least 30 days prior to the event for written AEC approval.
- G. Exhibitor and multiple day attendee passes must be requested by show management 30 days prior to the event. Please contact your Event Services representative for assistance in this area.

SECTION 19: Camping

Overnight accommodations are only for those directly associated with an event in progress at AEC. All occupied spaces must have an AEC Camping Permit displayed. Permits are available for a nominal fee at the self-registration kiosk west of the Coliseum. Camping is on a first-come, first-served basis except when otherwise regulated by show management or by contract.

- A. Camping is limited to space available for the basic permit charge. (See map in Appendix.) Additional camping facilities may be arranged with sufficient advance notice, at additional licensee's cost to provide additional electric and water service. No person shall camp in any area except as designated and with prior approval.
- B. Parking is not included in camping fees. The AEC parking fee allows for unlimited re-entry on a daily basis.
- C. Quiet must be observed from 10:00 p.m. to 7:00 a.m.
- D. Checkout time is 1:00 PM following the last night of registration.
- E. No firearms, fireworks or dangerous weapons are permitted on the AEC premises. (See Section 14 above for regulation of firearms and ammunition that are related to an event.)
- B. Fires are permitted only in campers' own gas grills. Charcoal grills and campfires are not permitted.
- C. All liquid and solid refuse must be placed in designated receptacles.

- D. All domesticated animals must be on a leash not more than six feet in length. Animals are not allowed in the Exhibition Hall, Arena or Coliseum unless they are a working part of an event or serving the disabled. Domesticated animals may or may not be allowed in the Pavilions or on Willow Island depending on the nature of the event.
- E. No noisy, drunk or disorderly person shall be permitted to remain on the premises.
- F. No amplified noise is permitted without written permission. No outdoor events can amplify noise after 10:00 pm.
- G. Swimming, fishing, bathing and boating are not permitted in AEC ponds.

See Appendix for information about Dane County Parks, many of which also have camping facilities.

SECTION 20: Gratuities

Employees or subcontractors shall not accept any compensation, payment, or thing of value for services rendered in performing duties of their employment. Licensees or their guests shall not offer food, drink, products or cash to any AEC personnel. Acceptance of gratuities or food may lead to disciplinary action, up to and including termination of AEC personnel.

SECTION 21: First Aid

Larger Coliseum and Exhibition Hall events will generally have first aid on site. Please confirm this with the event coordinator.

SECTION 22: Miscellaneous Provisions

- A. **Announcements:** AEC reserves the right to make announcements necessary in the interest of public safety.
 - 1. **Smoking:** AEC complies with the Dane County Clean Air Act and all buildings on the premises are smoke-free. The use of smokeless tobacco is prohibited in all buildings.
 - 2. **Lost and found:** All show offices must maintain their own lost and found. Upon closing of each event, all lost articles should be turned over to the Event Services department. Any items left over 30 days will be disposed of in accordance with the laws of the State of Wisconsin.
- B. **OSHA and ADA regulations:** Compliance with the Occupation Safety and Health Administration (OSHA) and the Americans with Disabilities Act (ADA) is the responsibility of the Licensee and its service contractors.
- C. **Property removal:** Licensee is responsible to ensure the removal of all its property and equipment, and that of exhibitors, from AEC at the end of the licensed period. Items remaining past the license period may be deemed abandoned and will be disposed of by AEC at a cost of time and materials with a minimum \$1,000 charge.
- D. **Responsibility of personnel:** Licensees are fully responsible for their actions and the actions of their employees, subcontractors, exhibitors, guests and other agents, including damages to any buildings and associated costs.
- E. **Solicitation:** Solicitation or collection of donations, whether made for charity or otherwise, cannot be made, attempted or announced without the prior approval of the AEC Director.
- F. **AEC equipment:** Licensees may not use AEC equipment such as tools or ladders.
- G. **AEC phone numbers:** AEC office telephone numbers may not be published as official event numbers. Temporary phone lines may be installed for these purposes. Contact Event Services for information.

- H. **Pavilion Pipe and Drape:** The AEC will not supply drape inside either of the pavilions when a livestock show is in progress. The exception to this policy would be for drape to cover the windows from the inside of the parlor or for use in the upper or lower level of the pre-function area. If just pipe is needed for banner placement or owner supplied drape that may be coordinated on an as needed basis. If a livestock show decides to outsource pipe and drape from a third party for their show, the decorating percentage fee will be waived.

APPENDIX

FLOOR PLAN APPROVAL PROCESS

The Alliant Energy Center event coordinators will work with the Licensee to ensure floor plans meet all requirements of both the facility and Fire Marshall. To assist the Licensee with this process, the following guidelines are provided.

Please read carefully: Exhibit floor plans must be approved by the Alliant Energy Center before any sales of exhibit space are made to prospective exhibitors. Floor plans should be sent to the Alliant Energy Center at least two weeks prior to exhibit space sales. The Alliant Energy Center will review and forward the floor plans to the Town of Madison Fire Marshall, if applicable, for final approval. The Alliant Energy Center cannot accept floor plans until a properly executed License Agreement and initial deposit have been received.

1. Recommended guidelines for floor plans:

- A. All emergency exits, concession stands, and restrooms must remain unobstructed with not less than 10' clearance in front (to the show floor). This includes truck load in bays at the rear of the hall. It is desirable for all points of ingress and egress to have a minimum of 20 feet of clear space.
- B. All interior aisles should be a minimum of 10 feet wide.
- C. People should never be more than 120 feet away from the nearest exit.
- D. Dead-end corridors should be no longer than 20 feet.
- E. All fire hoses and extinguisher cabinets must have a three-foot clearance and cannot be decorated or obstructed.
- F. Exits required for emergency egress may not be obstructed.

2. Floor plans should be drawn to scale and contain the following:

- A. Official name and date of show
- B. The area of the Alliant Energy Center licensed
- C. Aisles clearly indicated
- D. Carpeted and non-carpeted areas indicated
- E. Border pipe and drape indicated
- F. Statement that all booths are composed of flame-retardant material
- G. Seating areas for exhibit hall seminars
- H. Commodity of use (i.e., computer show, textile show, home and garden, etc.)
- I. Registration area, if applicable
- J. Space for concession stand queuing.

3. Any variance of code must be requested in writing to the Alliant Energy Center.

Requests will be reviewed and forwarded to the Town of Madison Fire Marshall. The Town of Madison Fire Marshall will make final determination.

- A. When clients share a public area or lobby, each client should get permission from other clients and the AEC before committing to placing signage in those public places directly outside of other users space.

- B. Local zoning ordinances require all signage in public areas to be public information and directional in nature. Signage must relate to the event in the above manner and not merely display the name of the event sponsor(s).
- C. The most appropriate exterior location for event signage at the Exhibition Hall is on the pylons at the front of the building.
 - 1. Signage may span them if more than one hall is utilized for an event.
 - 2. The name of the event should be at least as prominent as the advertiser or sponsor.
 - 3. Signage over the front entry doors is acceptable but can only be seen by attendees after they park and are quite close to the building.
- D. Vehicles or trailers parked in front of the Alliant Energy Center buildings are strongly discouraged. If used, they must meet zoning requirements to be public information and directional in nature. An additional fee will be charged for any outside space utilized.
- E. All signs and banners must be approved by the Center's Executive Director. No signage may be directed toward John Nolen Drive, Rimrock Road, Olin Ave., Rusk Ave., or any areas outside of the Center.

GENERAL FIRE SAFETY REQUIREMENTS

The General Fire Safety Requirements apply to all shows (trade, commercial or otherwise whether or not the exhibit is open or closed to the public. The Alliant Energy Center and the Town of Madison Fire Marshall must approve any exception to these rules and regulations in writing. The following are the Alliant Energy Center requirements and may not completely cover all the ordinances and regulations. For additional information, please contact your Event Services representative.

1. Show management, exhibitors, service contractors and other involved parties must comply with all federal, state and local fire codes which apply to "Places of Assembly."
2. The trade show and/or exhibition must be set up as indicated on the approved floor plan. See Floor Plan Approval Process in Appendix.
3. Truck bays are emergency exits. When a building is occupied or open to the public, the truck bays must be free and clear of any obstructions such as carts, equipment or any solid objects. It is permissible to drape over the bays, but behind the drape must be completely clear when the building is occupied.
4. In a booth show situation, the north wall of Hall A will always have at least two sets of doors, ten feet wide, unobstructed and available for emergency exit. The south wall of Hall D will always have ten feet of door (three doors) on each end unobstructed and available for emergency exit. At any time that doors with lighted signs are blocked or obstructed in accordance with these guidelines, the lighted sign will be covered with opaque material so the exit sign is not visible.
5. In a concert or public assembly situation, no exit doors may be blocked or obstructed anywhere in the hall.
6. The service corridors around and behind meeting rooms are emergency exits and at all times must have a free and clear path no less than six feet wide in a direct line from the meeting room exit to all possible exits in the corridor. These corridors cannot be used for storage or occupied space.
7. Every meeting room must have at least two emergency exit routes from the room.
8. All draperies, curtains, table covering, skirting, carpet decorations or other materials used in exhibits must be flame retardant, and are subject to inspection by the Town of Madison Fire Marshall. Treatment shall be renewed as often as necessary to maintain the flame-retardant effect.
9. All required exit doors must remain unlocked, unobstructed and in proper operating condition at all times when the building is occupied. Exit signs must be visible from all areas. If not, temporary exit signs must be posted.
10. All exits, hallways, passageways, and aisles must be kept clear and unobstructed at all times. No person, except for an Alliant Energy Center employee, may occupy these during any performance or public gathering.
11. Empty boxes, crates, cartons, packing materials and other combustible materials may not be stored in exhibit halls, meeting rooms or exit areas occupied by the public.
12. Use of lobby areas must adhere to the following:
 - A. For registration purposes:
 1. Storage of combustible materials needed for registration (paper, boxes, etc.) must be limited to a one-day supply.
 2. Registration booths and lounge areas are to be set up in the designated area
 - B. As a waiting area in lobbies or similar spaces:

1. Patrons may be allowed to wait in a lobby if such use does not encroach upon the required clearance for ingress and egress.
 2. Such waiting areas shall be separated from exit ways by fixed railings not less than 36" high.
 - C. A booth or counter for the sale of merchandise may be placed in a lobby so that the front of the booth or counter is located not less five feet back of the line marking the required clearance for exit purposes.
13. Combustible materials within exhibit booths shall be limited to a one-day supply.
 14. Firefighting and emergency equipment cannot be hidden or obstructed. A three-foot clearance around fired hose cabinets, portable fire extinguishers, alarm pull boxes and standpipes must be maintained at all times.
 15. Compressed flammable gases are prohibited inside buildings. These include acetylene, hydrogen, propane and butane.
 16. All fuel-powered vehicles (forklifts, cranes, etc.) not on display must be removed from building before attendees are allowed into the exhibit space. All forklifts, whether fueled by gasoline or propane, must be equipped with a fire extinguisher.
 17. Vehicles cannot park in fire lanes or block exits outside any building.
 18. A. Flammable or combustible liquids – pool chemicals, pesticides, herbicides, etc., are prohibited inside all buildings.
B. Hazardous chemicals or materials (radioactive material, gasoline, kerosene, cleaning solvents or other petroleum-based materials) are prohibited inside buildings. Please note: Small samples of some of these products may be allowed in conjunction with certain exhibits or trade shows when approved in advance by the Alliant Energy Center and the Town of Madison Fire Marshall.
 19. Exhibit booths or exhibit enclosures more than 50 feet from the exit access aisle are required to have at least two exits opposite each other.
 20. Class I lasers are permitted; Class II lasers are prohibited.
 21. Explosives and blasting agents are prohibited. Ammunition and pyrotechnics may be allowed under certain conditions and with advance approval of the Alliant Energy Center and the Town of Madison Fire Marshall. See also section on Guns/Ammunition in Facility Policies.
 22. Open-flame devices are prohibited. A small number of candles may be permitted, provided: prior approval is granted by the Alliant Energy Center and the Town of Madison Fire Marshall; candles are securely supported on non-combustible bases and are located away from any combustible materials; candles are protected by hurricane lamps, glass globes, wire mesh cages or similar protective devices.
 23. Cooking may be permitted in the exhibit halls with advance approval of the Alliant Energy Center and the Fire Marshall. A fire watch may be required during show hours. A 20 BC fire extinguisher and lid are required for each appliance. Small cans of sterno are permissible when proper precautions are taken to prevent ignition of combustible materials. Cooking and food warming appliances must meet the following criteria:
 - A. Listed by a nationally recognized testing laboratory (i.e., U.L., F.M.) for their intended use.
 - B. Isolated from the public by at least four feet or a barrier erected between appliance and the public.
 - C. Limited to 288 square inches of cooking surface area.
 - D. Placed on non-combustible surface materials.

- E. Kept a minimum of two feet away from any combustible materials.
 - F. Kept two feet from other appliances.
 - G. With automatic shut-off to prevent overheating
24. The use of welding or cutting equipment as part of an exhibit must be approved on an individual basis by the Alliant Energy Center and the Fire Marshal and must meet the following requirements:
- A. The Alliant Energy Center fire sprinkler system must be in service.
 - B. Welding and cutting equipment must be in proper working order.
 - C. No combustible or flammable materials are within 35 feet of work site or, if 35 feet cannot be allotted, protective covers, fire resistant shields or guards must be used.
 - D. All wall and floor openings within 35 feet of the site must be tightly covered to prevent sparks from passing through to adjacent areas.
 - E. Cylinders containing compressed gases used at the site cannot be charged more than 2500 cubic feet. Cylinders located at the welding/cutting site must be connected for use. Additional cylinders, containing approximately one day's supply, can be stored in an approved area outdoors, but not near a building exit.
 - F. A fire watch is required during and up to 30 minutes after operation.
25. All electrical equipment must be U.L. tested and approved for stated specific use. Electrical equipment must be installed, operated and maintained in a manner which does not create hazard to life or property. All 120 volt cords must be three-wire grounded. All exposed non-current metal parts of equipment must be grounded.
26. Extension cords shall not be used as a substitute for permanent wiring. Extension cords are permitted only with portable appliances or fixtures. While in immediate use the following applies:
- A. Each extension cord must be plugged directly into an approved receptacle and, except for approved multiple extension cords, serves only one appliance or fixture.
 - B. The current capacity of the cord shall not be less than the rated capacity of the appliance or fixture.
 - C. The extension cord shall be maintained in good condition without splices, deterioration or damage.
 - D. Extension cords and flexible cords shall not be affixed to structure, extend through walls, ceilings, floors, under doors or floor covering, and shall not cause environmental damage. Alliant Energy Center electrical contractors may run extension or flexible cords under floor coverings in conjunction with an exhibit or trade show when approved by the Fire Marshall.
27. Tents in excess of 100 square feet require a permit from the Alliant Energy Center.
28. Cooking residue (oil, grease, etc.) must be poured into a holding tank and not in the facility's drainage system.
29. Trash, rubbish, grease, etc. must be removed from the building at least once each day.
30. Coolants, lubricants, waste, water or any other waste material that could be considered hazardous according to EPA standards must be removed. Under no circumstance shall this material be disposed of on the Alliant Energy Center property.
31. Drip pans and scrap buckets must be provided when operating machinery to prevent lubricants, paint, etc. from staining the floor and/or causing a safety hazard. Any special clean-up will be billed to the Licensee.

32. Loading doors will be closed before opening of the trade show or exhibition and will remain closed during the show hours.
33. Combustible waste is to be collected as it accumulates and stored in non-combustible, covered containers in a designated area outside the building. These containers are to be emptied at least once each day and must be removed from the site at the Licensee's expense.
34. Exhibitions and trade shows cannot open if fire code or policy violations are present. Show management is responsible for ensuring all fire code violations are corrected. Violations must be corrected within the time determined by the Fire Marshall. Failure to comply may result in denial of the show opening.



TOWN OF MADISON FIRE DEPARTMENT

2120 Fish Hatchery Road Madison, Wisconsin 53713
Telephone: 608-210-7261 Fax: 608-210-7235

PERMIT APPLICATION PYROTECHNIC DISPLAY OF FIREWORKS

INSTRUCTIONS:

- 1) Applications must be submitted to the Town of Madison Fire Department at least 30 days in advance of the pyrotechnic display.
- 2) The application submittal must include the supporting documentation as follows:
 - a) Certificate of Insurance naming the Town of Madison, Their officers, Directors, Employees, Agents and Representatives as an additional insured. The certificate must indemnify the Town. The minimum amount of liability insurance shall be \$1,000,000.
 - b) A complete list of all pyrotechnic devices to be displayed. Displays before an approximate audience require the submittal of device and effect descriptions.
 - c) Site plan(s) which detail the firing site and device layout and an overall site plan indicating the locations of spectators, the firing site, the fallout perimeter, and fireworks storage area.
 - d) Letter of permission to display fireworks by the property owner.
 - e) Resumes for each pyrotechnician to be on-site.
- 3) Application submittal must include a check payable to the Town of Madison Treasurer for **\$200.00**.
- 4) Mail submittal to: **Fire Chief, Town of Madison Fire Department**
2120 Fish Hatchery Road
Madison, Wisconsin 53713
- 5) Call 608-210-7261 with questions regarding these regulations.

DATE AND TIME OF DISPLAY: _____ RAIN DATE: _____

NAME OF CONCERT OR SHOW: _____

SITE INFORMATION:

Name: _____ Property Owners Name: _____
Address: _____ Address: _____
_____ Telephone Number: _____
Fallout Perimeter designated by: _____ Maintained by: _____

PYROTECHNICS COMPANY:

Name: _____ Contact person: _____
Address: _____ Telephone Number: _____
_____ Telephone Number _____
Number of pyrotechnicians to be on-site: _____ Lead Pyrotechnicians: _____
Support Pyrotechnicians: _____

I, the undersigned do hereby agree to comply with section 3-7-26 of the Town of Madison Code of Ordinances.

Name of Applicant(type or print)

Signature of Applicant

Date of Application

Revised 12/01/2010

This form is also available at: <https://townofmadisonfire.files.wordpress.com/2015/01/permitform.pdf>



State of Wisconsin • DEPARTMENT OF REVENUE

INCOME, SALES, AND EXCISE TAX DIVISION • 2135 RIMROCK ROAD • MADISON, WI • (608) 266-2776 • TTY (608) 267-1049
• FAX (608) 267-1030 • E-mail sales10@dor.state.wi.us • Website www.dor.state.wi.us

ATTENTION: OPERATORS AND VENDORS/SELLERS

ADDRESS MAIL TO: COMPLIANCE BUREAU OPERATOR/VENDOR PROGRAM PO BOX 8902 MADISON WI 53708-8902

Wisconsin law requires operators of temporary events, such as swap meets, flea markets, and craft fairs, to report the following information to the Wisconsin Department of Revenue for each vendor selling merchandise at each event.

PART A: To Be Completed By the Operator of the Temporary Event

Name of Operator/Telephone Number / () -
Name of Temporary Event
Date(s) of Temporary Event
Location of Temporary Event (City or Town)

PART B: To Be Completed By Vendor/Seller and Given to Event Operator on or Before the First Day of the Event

Vendor/Seller's True Name (Corporation, Limited Liability Company, Partnership, or Individual)
Business Name
Address (Street or Route)
City, State, and Zip Code
Telephone Number Home () Business ()
Wisconsin Seller's Permit Number
Social Security Number (required if no Seller's Permit Number listed)
Federal ID Number

To obtain an application for a seller's permit, please write to the address above.

You must check at least one box to indicate the type(s) of activity you intend to engage in at this event.

- Selling Merchandise - Includes the sale, rental, lease, exchange, trade, or taking orders of any merchandise, goods, or products for money and/or other consideration. Describe the type of product(s).
Selling a Service - Includes the sale, rental, lease exchange, or trade of any service including admissions for money and/or other consideration. Describe the service.
Display Only
Other - Briefly describe other reason for attendance at this event:

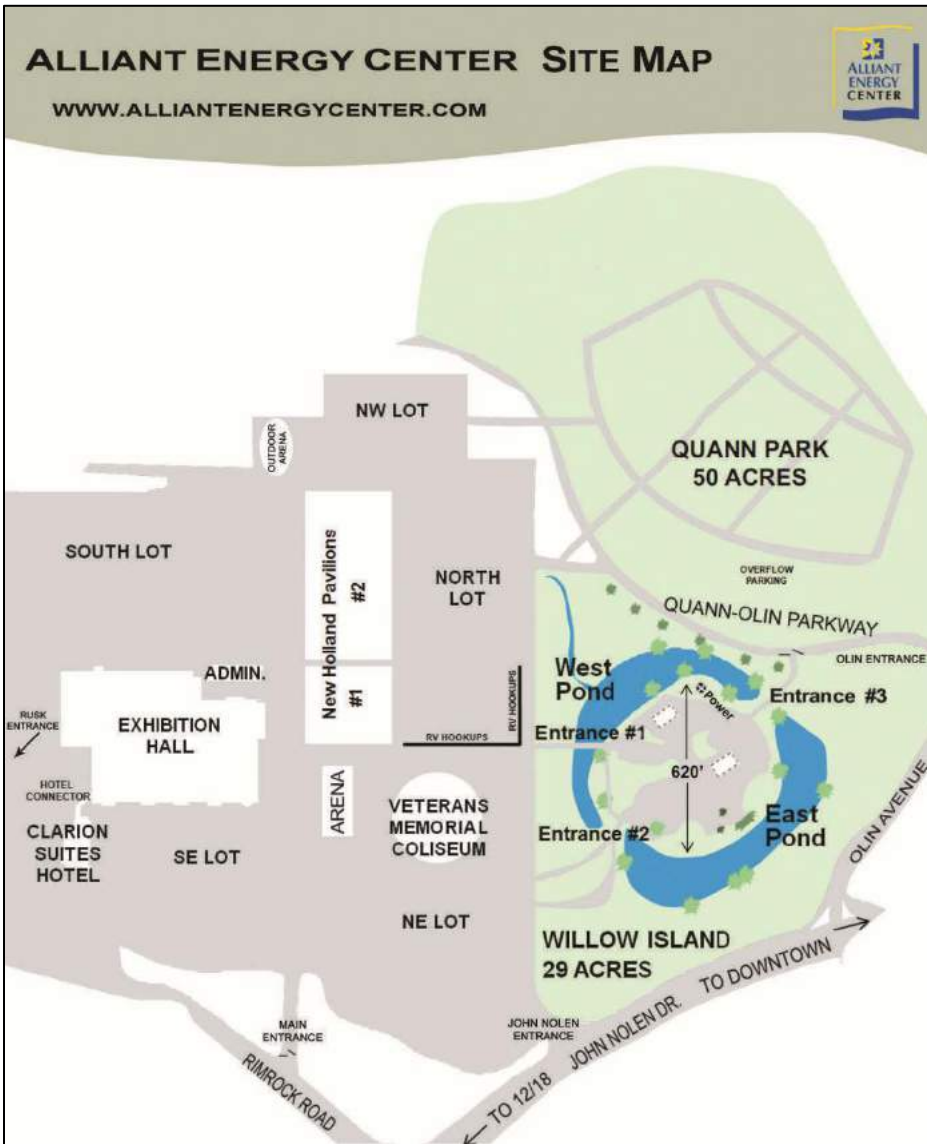
This Form May Be Reproduced

S-240 (R. 4-01)



Table with 2 columns and 3 rows: For Dept. Use Only, NN, REG, CU or UT

Additional copies of this form can be found at: https://revenue.wi.gov/forms/sales/s-240.pdf. If you prefer, the form can be completed on line at: https://revenue.wi.gov/forms/sales/s-240f.pdf .



Alliant Energy Center of Dane County

PARKING LOTS

Lot	Dimensions	Square Ft.	Acres	# of Stalls
Northeast	400' x 820'	328,000	7.6	750
Southeast	600' x 720'	432,000	10	1,150
North	425' x 1000'	425,000	9.9	1,200
South	540' x 1100'	594,000	16.7	2,400
	400' x 340'	136,000		
Northwest	580' x 290'	140,800	3.23	300

Madison Area Accommodations

On-Site

Clarion Suites at Alliant Energy Center
2110 Rimrock Road, Madison, WI 53713
608-284-1234

Adjacent to AEC campus

Holiday Inn Express and Suites Madison-Central
610 John Nolen Drive, Madison, WI 53713
608-709-5050

Sheraton Madison Hotel
706 John Nolen Drive, Madison, WI 53713
608-251-2300

Comfort Inn
722 John Nolen Drive, Madison, WI 53713
608-255-7400

Within 3 Miles of AEC

Americas Best Value Inn-Mayflower
2509 Perry Street, Madison, WI 53713
608-221-9999

AmericaInn Lodge and Suites Madison South
101 W. Broadway, Madison, WI 53716
608-222-8601

Best Western Inn on the Park
22 S. Carroll Street, Madison, WI 53703
608-257-8811

The Campus Inn
601 Langdon Street, Madison, WI 53703
608-257-4391

Concourse Hotel
1 West Dayton Street, Madison, WI 53703
608-257-6000

Country Inn and Suites
400 River Place, Madison, WI 53716
608-221-0055

Doubletree by Hilton
525 W. Johnson Street, Madison, WI 53703
608-251-5511

The Edgewater
1001 Wisconsin Place, Madison, WI 53703
800-922-5512

Hampton Inn and Suites Madison-Downtown
440 West Johnson Street, Madison, WI
608-255-0360

Hilton Madison
6 East Wilson Street, Madison, WI 53703
608-255-6100

Hyatt Place Madison-Downtown
333 West Washington, Madison, WI 53703
608-257-2700

Mansion Hill Inn
424 North Pickney Street, Madison, WI, 53703
608-255-0172

Ruby Marie
524 East Wilson Street, Madison, WI 53703
608-327-7829

Super 8 Motel (Budget)
602 W. Beltline Hwy, Madison WI 53713
608-258-8889

Within 5 Miles of AEC

Arbor House
3402 Monroe Street, Madison, WI 53711
608-238-2981

Best Western Plus InnTowner
2424 University Avenue, Madison, WI 53726
608-233-8778

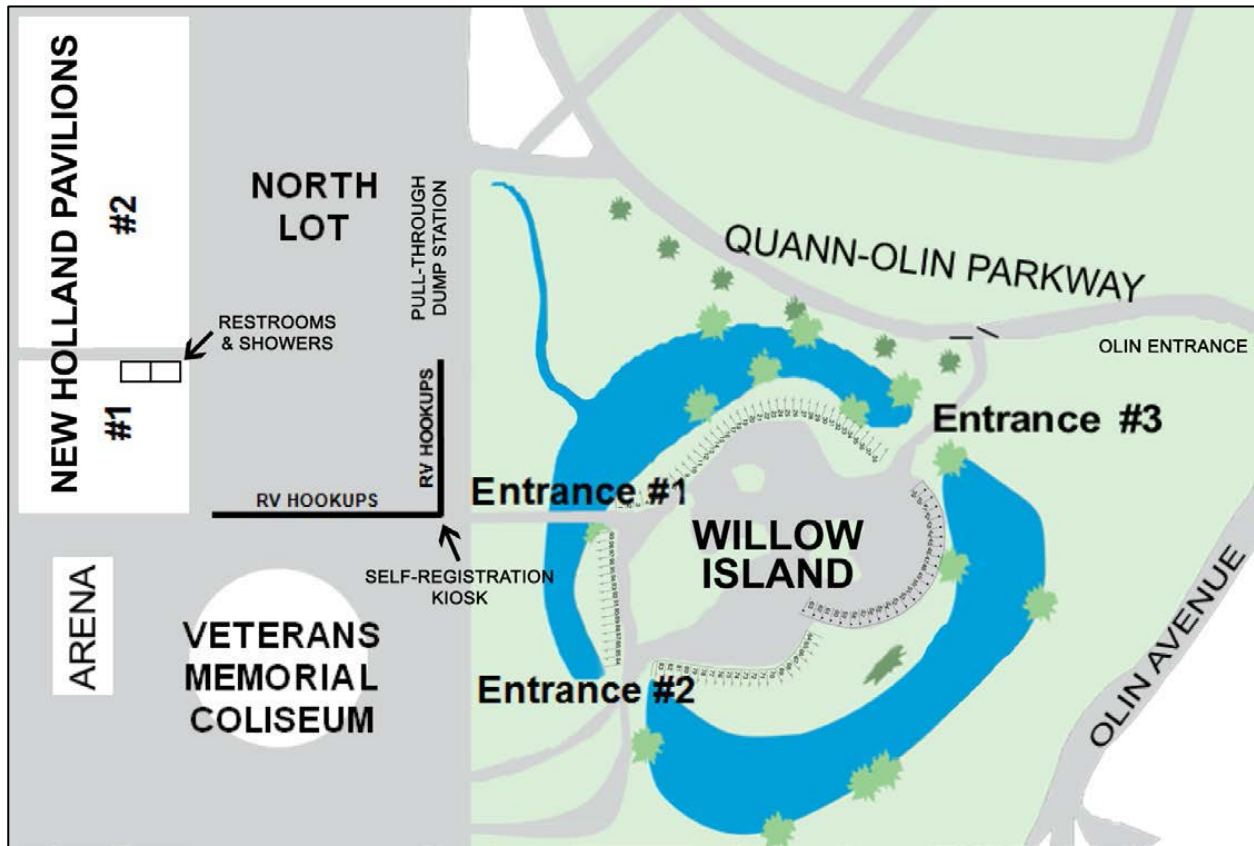
Candlewood Suites
5421 Caddis Bend, Fitchburg, WI 53711
608-271-3400

HotelRED
1501 Monroe Street, Madison, WI 53711
608-819-8228

Sleep Inn and Suites
4802 Tradewinds Parkway, Madison, WI 53718
608-221-8100

Quality Inn and Suites
2969 Cahill Main, Fitchburg, WI 53711
608-274-7200

Event Camping at the Alliant Energy Center



Note: Detailed views of North Lot Camping and Willow Island Camping are available on the following pages.

Camping Rules and Regulations

The Alliant Energy Center offers overnight camping for those associated with an event in progress. Camping is self-registration and on a first-come, first-served basis, except when otherwise noted. Camping includes access to 24-hour restrooms and showers in New Holland Pavilion #1. North lot camping provides up to thirty-five 30 amp connections with water hook-up access, while Willow Island camping features twenty-five 20/30/50 amp hook-ups and seventy-four 20/30 amp hook-ups. Camping location may be determined by event agreement.

If self-registering, please use the envelope provided at the Camper Self-Registration Kiosk at the northeast corner of the North Lot (near Entrance #1 to Willow Island). It serves as both an envelope for the camping fee and a permit for your vehicle. No camping is allowed in any area except as designated and with prior approval. Parking is not included with the camping fee.

For current parking and camping rates information, please go to the Willow Island tab on the Alliant Energy Center website: www.alliantenergycenter.com. Quiet hours must be observed between 10:00pm and 7:00am. Vehicles parked without a valid permit violate County ordinances and will be cited or towed.

Campsite water is not available from October 15 to April 15 or during periods of extreme weather, as determined by the Alliant Energy Center.

