

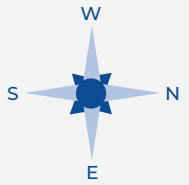
WISCONSIN CENTER DISTRICT
MEETING ORGANIZER WORKBOOK



WCD.ORG
VISITMILWAUKEE.ORG



BAIRD CENTER 100 LEVEL



- MEETING ROOMS
- CONFLUX ☒
- SHOW OFFICES

- i VISITOR INFO
- PARKING
- BACK OF HOUSE

- ALL GENDER RESTROOMS
- RESTROOMS
- ESCALATORS
- ELEVATORS
- FREIGHT ELEVATORS
- STAIRCASES

- MAMAVA LACTATION POD
- MOTHER'S ROOM
- AED
- + FIRST AID
- EMERGENCY EXITS

SOUTH BUILDING 100 LEVEL SPECIFICATIONS

| ROOMS / BALLROOM | GROSS SQ. FT. | DIMENSIONS | BANQUET (RD. 72"/10) | CLASSROOM | THEATER | RECEPTION |
|------------------------|---------------|-------------|----------------------|-----------|---------|-----------|
| Grand Ballroom A+B+C+D | 37,506 | 266' x 141' | 2,100 | 1,840 | 3,750 | 3,750 |
| Grand Ballroom A | 6,160 | 88' x 70' | 300 | 310 | 600 | 615 |
| Grand Ballroom B | 6,248 | 88' x 71' | 300 | 300 | 590 | 620 |
| Grand Ballroom C | 12,690 | 90' x 141' | 700 | 735 | 1,265 | 1,265 |
| Grand Ballroom D | 12,408 | 88' x 141' | 700 | 710 | 1,265 | 1,265 |
| Grand Ballroom A+B | 12,408 | 88' x 141' | 700 | 665 | 1,265 | 1,265 |
| Grand Ballroom C+D | 25,098 | 178' x 141' | 1,400 | 1,440 | 2,500 | 2,525 |
| Grand Ballroom A+B+C | 25,098 | 178' x 141' | 1,400 | 1,400 | 2,500 | 2,525 |
| Room S101 A+B+C+D+E | 6,279 | 91' x 69' | 340 | 335 | 645 | 645 |
| Room S101 A | 810 | 27' x 30' | 40 | 35 | 75 | 80 |
| Room S101 B | 1,026 | 27' x 38' | 60 | 40 | 95 | 95 |
| Room S101 C | 2,484 | 36' x 69' | 150 | 155 | 285 | 285 |
| Room S101 D | 1,026 | 27' x 38' | 60 | 40 | 95 | 95 |
| Room S101 E | 810 | 27' x 30' | 40 | 35 | 75 | 80 |
| Room S101 A+B | 1,863 | 27' x 69' | 100 | 110 | 190 | 190 |
| Room S101 D+E | 1,863 | 27' x 69' | 100 | 110 | 190 | 190 |
| Room S101 A+B+C | 4,416 | 64' x 69' | 240 | 225 | 480 | 480 |
| Room S101 C+D+E | 4,416 | 64' x 69' | 240 | 225 | 480 | 480 |
| Room S102 A+B+C+D+E | 8,349 | 121' x 69' | 450 | 435 | 840 | 840 |
| Room S102 A | 1,230 | 41' x 30' | 60 | 65 | 130 | 130 |
| Room S102 B | 1,558 | 38' x 41' | 60 | 70 | 140 | 145 |
| Room S102 C | 2,553 | 37' x 69' | 150 | 165 | 300 | 300 |
| Room S102 D | 1,558 | 41' x 38' | 60 | 70 | 140 | 145 |
| Room S102 E | 1,230 | 41' x 30' | 60 | 65 | 130 | 130 |
| Room S102 A+B | 2,829 | 41' x 69' | 150 | 160 | 300 | 300 |
| Room S102 D+E | 2,829 | 41' x 69' | 150 | 160 | 300 | 300 |
| Room S102 A+B+C | 5,451 | 79' x 69' | 290 | 300 | 600 | 600 |
| Room S102 C+D+E | 5,451 | 79' x 69' | 290 | 300 | 600 | 600 |
| Room S103 A+B+C+D | 5,192 | 88' x 59' | 280 | 250 | 525 | 525 |
| Room S103 A | 729 | 27' x 27' | 40 | 30 | 65 | 85 |
| Room S103 B | 837 | 27' x 31' | 40 | 35 | 70 | 90 |
| Room S103 C | 2,065 | 35' x 59' | 120 | 135 | 195 | 195 |
| Room S103 D | 1,416 | 24' x 59' | 80 | 95 | 165 | 195 |
| Room S103 A+B | 1,593 | 27' x 59' | 80 | 90 | 175 | 175 |
| Room S103 C+D | 3,599 | 61' x 59' | 200 | 220 | 360 | 360 |
| Room S103 A+B+C | 3,717 | 63' x 59' | 200 | 200 | 375 | 375 |

NORTH BUILDING 100 LEVEL SPECIFICATIONS

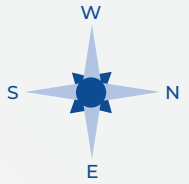
| ROOMS | GROSS SQ. FT. | DIMENSIONS | BANQUET (RD. 72"/10) | CLASSROOM | THEATER | RECEPTION |
|-----------------|---------------|------------|----------------------|-----------|---------|-----------|
| Room N104 A+B+C | 4,452 | 87' x 51' | 280 | 310 | 530 | 625 |
| Room N104 A | 1,510 | 29' x 51' | 80 | 100 | 165 | 210 |
| Room N104 B | 1,460 | 30' x 51' | 100 | 105 | 175 | 200 |
| Room N104 C | 1,482 | 28' x 51' | 80 | 105 | 160 | 205 |
| Room N104 A+B | 2,970 | 59' x 51' | 200 | 200 | 325 | 425 |
| Room N104 B+C | 2,942 | 58' x 51' | 200 | 220 | 320 | 420 |
| Room N105 | 1,436 | 27' x 52' | 80 | 100 | 160 | 200 |
| Room N106 A+B+C | 4,606 | 86' x 52' | 280 | 340 | 530 | 625 |
| Room N106 A | 1,483 | 28' x 52' | 80 | 110 | 168 | 215 |
| Room N106 B | 1,608 | 30' x 52' | 110 | 110 | 180 | 225 |
| Room N106 C | 1,515 | 28' x 52' | 80 | 100 | 165 | 215 |
| Room N106 A+B | 3,091 | 58' x 52' | 200 | 215 | 365 | 440 |
| Room N106 B+C | 3,123 | 58' x 52' | 200 | 215 | 355 | 440 |
| Room N107 A+B | 1,474 | 52' x 27' | 80 | 100 | 150 | 150 |
| Room N107 A | 790 | 28' x 27' | 40 | 45 | 60 | 80 |
| Room N107 B | 684 | 24' x 27' | 30 | 40 | 55 | 70 |
| Room N108 A+B+C | 4,901 | 86' x 54' | 280 | 325 | 580 | 685 |
| Room N108 A | 1,593 | 28' x 54' | 80 | 105 | 170 | 220 |
| Room N108 B | 1,689 | 30' x 54' | 110 | 110 | 180 | 235 |
| Room N108 C | 1,619 | 28' x 54' | 80 | 105 | 170 | 230 |
| Room N108 A+B | 3,282 | 58' x 54' | 200 | 215 | 355 | 455 |
| Room N108 B+C | 3,308 | 58' x 54' | 200 | 215 | 355 | 465 |

The Grand Ballroom ceiling height is 28-31'.

S100 meeting rooms have a ceiling height of 14' 9".

N100 meeting rooms have a ceiling height of 15' 3".

BAIRD CENTER 100 LEVEL



- MEETING ROOMS
- CONFLUX
- TERRACE

- PARKING
- BACK OF HOUSE

- ALL GENDER RESTROOMS
- RESTROOMS
- ESCALATORS
- ELEVATORS
- FREIGHT ELEVATORS

- STAIRCASES
- MAMA LACTATION POD
- MOTHER'S ROOM
- AED
- EMERGENCY EXITS

SOUTH BUILDING 200 LEVEL SPECIFICATIONS

| ROOMS | GROSS SQ. FT. | DIMENSIONS | BANQUET (RD. 72"/10) | CLASSROOM | THEATER | RECEPTION |
|---------------------|---------------|------------|----------------------|-----------|---------|-----------|
| Room S201 A+B+C+D+E | 6,279 | 91' x 69' | 340 | 335 | 645 | 645 |
| Room S201 A | 810 | 27' x 30' | 40 | 35 | 75 | 80 |
| Room S201 B | 1,026 | 27' x 38' | 60 | 40 | 95 | 95 |
| Room S201 C | 2,484 | 36' x 69' | 150 | 155 | 285 | 285 |
| Room S201 D | 1,026 | 27' x 38' | 60 | 40 | 95 | 95 |
| Room S201 E | 810 | 27' x 30' | 40 | 35 | 75 | 80 |
| Room S201 A+B | 1,863 | 27' x 69' | 100 | 110 | 190 | 190 |
| Room S201 D+E | 1,863 | 27' x 69' | 100 | 110 | 190 | 190 |
| Room S201 A+B+C | 4,416 | 64' x 69' | 240 | 225 | 480 | 480 |
| Room S201 C+D+E | 4,416 | 64' x 69' | 240 | 225 | 480 | 480 |
| Room S202 A+B+C+D+E | 8,349 | 121' x 69' | 450 | 435 | 840 | 840 |
| Room S202 A | 1,230 | 41' x 30' | 60 | 65 | 130 | 130 |
| Room S202 B | 1,558 | 41' x 38' | 60 | 70 | 140 | 145 |
| Room S202 C | 2,553 | 37' x 69' | 150 | 165 | 300 | 300 |
| Room S202 D | 1,558 | 41' x 38' | 60 | 70 | 140 | 145 |
| Room S202 E | 1,230 | 41' x 30' | 60 | 65 | 130 | 130 |
| Room S202 A+B | 2,829 | 41' x 69' | 150 | 160 | 300 | 300 |
| Room S202 D+E | 2,829 | 41' x 69' | 150 | 160 | 300 | 300 |
| Room S202 A+B+C | 5,451 | 79' x 69' | 290 | 300 | 600 | 600 |
| Room S202 C+D+E | 5,451 | 79' x 69' | 290 | 300 | 600 | 600 |
| Room S203 A+B+C+D | 5,192 | 88' x 59' | 280 | 250 | 525 | 525 |
| Room S203 A | 729 | 27' x 27' | 40 | 30 | 65 | 85 |
| Room S203 B | 837 | 27' x 31' | 40 | 35 | 70 | 90 |
| Room S203 C | 2,065 | 35' x 59' | 120 | 135 | 195 | 195 |
| Room S203 D | 1,416 | 24' x 59' | 80 | 95 | 165 | 195 |
| Room S203 A+B | 1,593 | 27' x 59' | 80 | 90 | 175 | 175 |
| Room S203 C+D | 3,599 | 61' x 59' | 200 | 220 | 360 | 360 |
| Room S203 A+B+C | 3,717 | 63' x 59' | 200 | 200 | 375 | 375 |

S200 meeting rooms have a ceiling height of 15' 3".

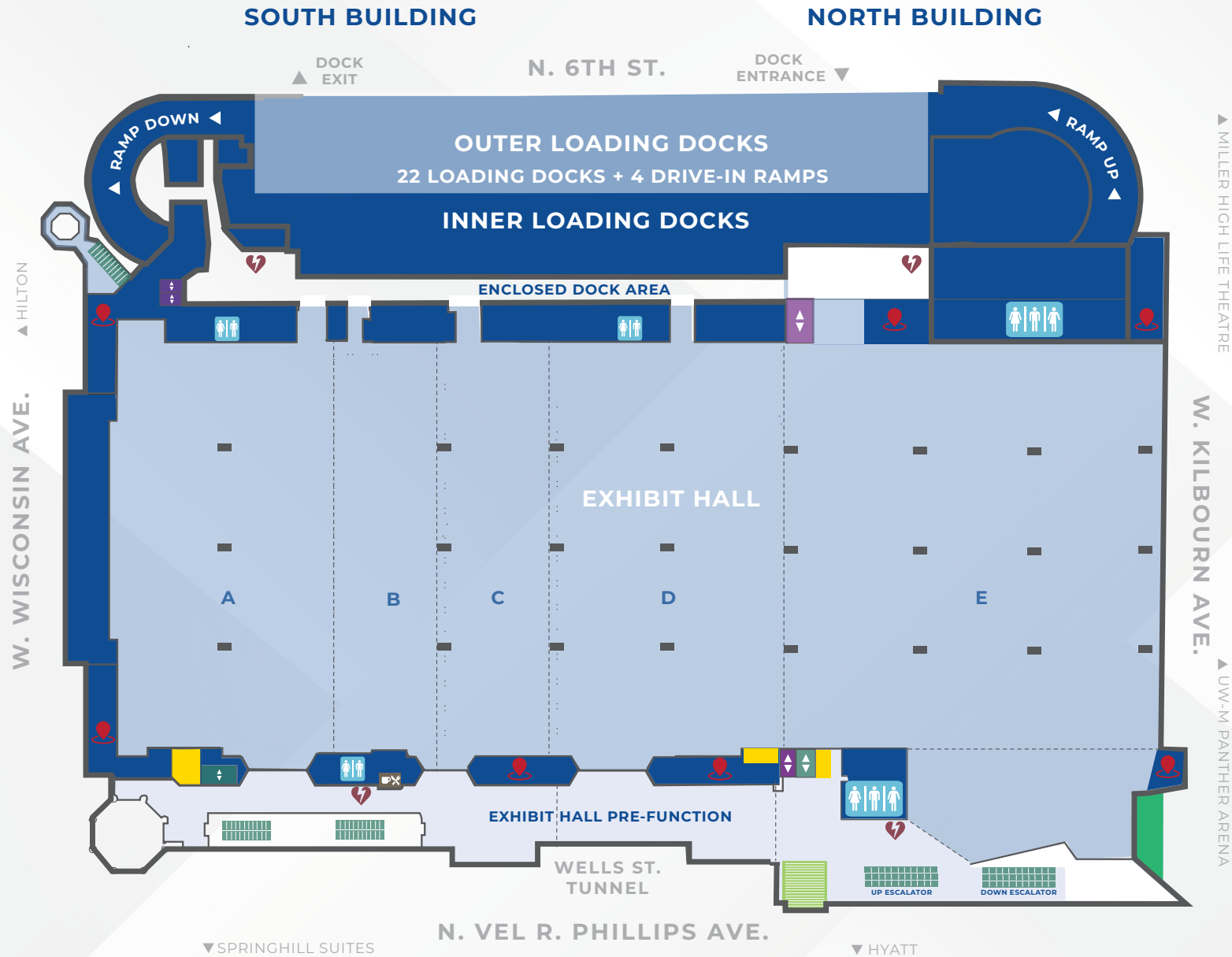
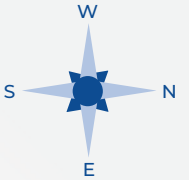
NORTH BUILDING 200 LEVEL SPECIFICATIONS

| ROOMS | GROSS SQ. FT. | DIMENSIONS | BANQUET (RD. 72"/10) | CLASSROOM | THEATER | RECEPTION |
|-----------------|---------------|------------|----------------------|-----------|---------|-----------|
| Room N204 A+B+C | 4,616 | 87' x 51' | 280 | 310 | 530 | 625 |
| Room N204 A | 1,524 | 29' x 51' | 80 | 100 | 165 | 210 |
| Room N204 B | 1,579 | 30' x 51' | 100 | 105 | 175 | 200 |
| Room N204 C | 1,513 | 28' x 51' | 80 | 105 | 160 | 205 |
| Room N204 A+B | 3,103 | 59' x 51' | 200 | 200 | 325 | 425 |
| Room N204 B+C | 3,092 | 58' x 51' | 200 | 220 | 320 | 420 |
| Room N205 | 1,437 | 26' x 52' | 80 | 100 | 160 | 200 |
| Room N206 A+B+C | 4,628 | 86' x 52' | 280 | 340 | 530 | 625 |
| Room N206 A | 1,539 | 28' x 52' | 80 | 110 | 168 | 215 |
| Room N206 B | 1,607 | 30' x 52' | 110 | 110 | 180 | 225 |
| Room N206 C | 1,482 | 28' x 52' | 80 | 100 | 165 | 215 |
| Room N206 A+B | 3,146 | 58' x 52' | 200 | 215 | 365 | 440 |
| Room N206 B+C | 3,089 | 58' x 52' | 200 | 215 | 355 | 440 |
| Room N207 A+B | 1,474 | 52' x 27' | 80 | 100 | 150 | 150 |
| Room N207 A | 790 | 28' x 27' | 40 | 45 | 60 | 80 |
| Room N207 B | 684 | 24' x 27' | 30 | 40 | 55 | 70 |
| Room N208 A+B+C | 4,902 | 86' x 54' | 280 | 325 | 580 | 685 |
| Room N208 A | 1,592 | 28' x 54' | 80 | 105 | 170 | 220 |
| Room N208 B | 1,689 | 30' x 54' | 110 | 110 | 180 | 235 |
| Room N208 C | 1,621 | 28' x 54' | 80 | 105 | 170 | 230 |
| Room N208 A+B | 3,281 | 58' x 54' | 200 | 215 | 355 | 455 |
| Room N208 B+C | 3,310 | 58' x 54' | 200 | 215 | 355 | 465 |

The N200 large terrace is 2,500 square feet.

The N200 small terrace 300 square feet.

BAIRD CENTER EXHIBIT LEVEL



- | | | | | |
|---|--|--|----------------------|--------------|
| ● PUBLIC SPACES | ● BACK OF HOUSE | | ALL GENDER RESTROOMS | — — AIR WALL |
| ● CONCESSIONS | ● SHOW OFFICES | | RESTROOMS | |
| ● TERRACE | | | ESCALATORS | |
| | | | ELEVATORS | |
| | | | FREIGHT ELEVATORS | |
| | | | STAIRCASES | |

EXHIBIT LEVEL SPECIFICATIONS

| EXHIBIT HALL | GROSS SQ. FT. | DIMENSIONS | BANQUET (RD. 72"/10) | CLASSROOM | THEATER | 10X10 BOOTHS |
|----------------|---------------|---------------------|----------------------|-----------|---------|--------------|
| Hall A+B+C+D+E | 300,275 | 828' x 335' to 367' | 14,830 | 14,500 | 28,680 | 1,575 |
| Hall A | 63,060 | 180' x 335' | 3,120 | 2,925 | 5,700 | 326 |
| Hall B | 31,005 | 90' x 335' | 1,440 | 1,450 | 2,950 | 170 |
| Hall C | 31,115 | 90' x 335' | 1,440 | 1,425 | 2,910 | 163 |
| Hall D | 63,515 | 184' x 335' | 3,120 | 2,900 | 5,650 | 330 |
| Hall E | 111,580 | 284' X 367' | 5,710 | 5,800 | 11,470 | 586 |
| Hall A+B | 94,065 | 270' x 335' | 4,560 | 4,375 | 8,650 | 492 |
| Hall B+C | 62,120 | 180' x 335' | 2,880 | 2,900 | 5,875 | 333 |
| Hall C+D | 94,630 | 274'x335' | 4,560 | 4,375 | 8,650 | 493 |
| Hall D+E | 175,095 | 468' x 335' to 367' | 8,830 | 8,700 | 17,120 | 916 |
| Hall A+B+C | 125,180 | 360' x 335' | 6,000 | 5,800 | 11,575 | 655 |
| Hall B+C+D | 125,635 | 364'x335' | 6,000 | 5,800 | 11,575 | 665 |
| Hall C+D+E | 206,210 | 558' x 335' to 367' | 10,270 | 10,125 | 20,030 | 1,079 |
| Hall A+B+C+D | 188,695 | 544' x 335' | 9,120 | 9,250 | 18,300 | 986 |
| Hall B+C+D+E | 237,215 | 648' x 335' to 367' | 11,710 | 11,575 | 22,980 | 1,249 |

SHOW OFFICE SPECIFICATIONS:

Exhibit Hall A Show Office: 650 sq. ft.

Exhibit Hall D Show Office: 225 sq. ft.

Exhibit Hall E Show Office: 455 sq. ft.

EXHIBIT HALL ADDITIONAL SPECIFICATIONS:

Columns: 90' x 90' spacing (Wider between Hall A and Hall B.)

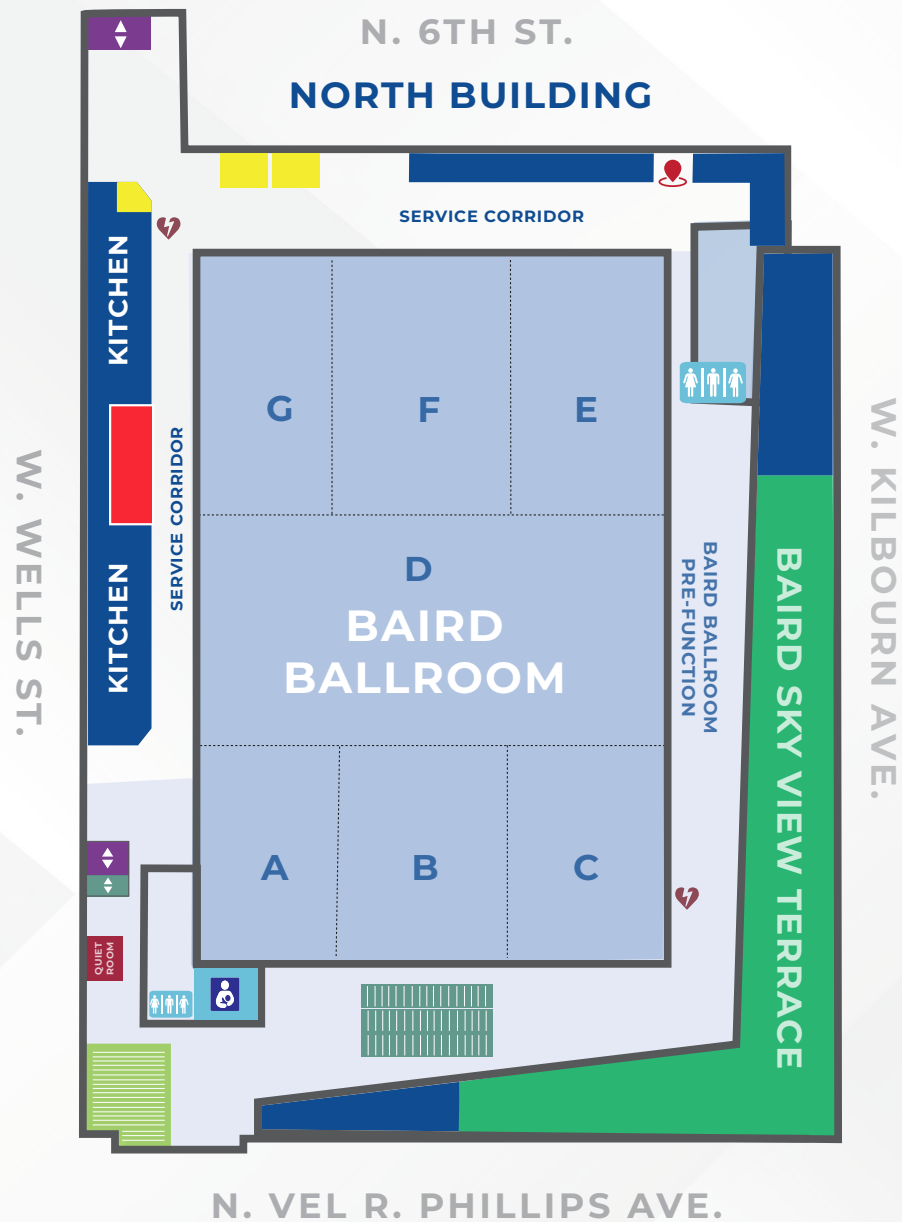
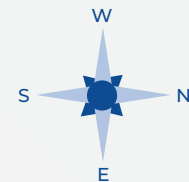
Loading Dock Drive-In Door Dimensions: 20'W x 16'H.

Exhibit Hall Floor Capacity: 350 lbs/sq. ft.

30' x 30' Floor Grid: 120V/20AMP, 208V/60AMP power and data.

60' x 60' Floor Grid: Air and water.

Hall E Terrace is 1,500 square feet.



- PUBLIC SPACES
- QUIET ROOM
- TASTING KITCHEN

- TERRACE
- BACK OF HOUSE
- SHOW OFFICES

- ☺ ALL GENDER RESTROOMS
- ☺ RESTROOMS
- ▤ ESCALATORS
- ⬆ ELEVATORS
- ⬆ FREIGHT ELEVATORS
- ▬ STAIRCASES

- - AIR WALL
- ☺ MAMAVA LACTATION POD
- ☺ MOTHER'S ROOM
- ♥ AED
- 🚪 EMERGENCY EXITS

BAIRD BALLROOM SPECIFICATIONS

| BALLROOM | GROSS SQ. FT. | DIMENSIONS | BANQUET (RD. 72"/10) | CLASSROOM | THEATER | RECEPTION |
|------------------------------|---------------|-------------|----------------------|-----------|---------|-----------|
| Baird Ballroom A+B+C+D+E+F+G | 31,928 | 136' X 219' | 2,010 | 2,040 | 3,190 | 3,190 |
| Baird Ballroom A | 3,174 | 43' X 72' | 150 | 195 | 290 | 315 |
| Baird Ballroom B | 4,141 | 55' X 72' | 250 | 305 | 410 | 410 |
| Baird Ballroom C | 3,257 | 46' X 72' | 190 | 180 | 325 | 325 |
| Baird Ballroom D | 10,558 | 136' X 75' | 620 | 810 | 1,055 | 1,055 |
| Baird Ballroom E | 3,330 | 46' X 72' | 180 | 220 | 325 | 330 |
| Baird Ballroom F | 4,124 | 55' X 72' | 250 | 280 | 410 | 410 |
| Baird Ballroom G | 3,344 | 43' X 72' | 180 | 190 | 300 | 330 |
| Baird Ballroom A+B | 7,315 | 98' X 72' | 400 | 505 | 720 | 730 |
| Baird Ballroom B+C | 7,398 | 101' X 72' | 410 | 585 | 740 | 735 |
| Baird Ballroom E+F | 7,454 | 101' X 72' | 430 | 500 | 745 | 745 |
| Baird Ballroom F+G | 7,468 | 98' X 72' | 400 | 470 | 740 | 740 |
| Baird Ballroom A+B+C | 10,572 | 144' X 72' | 580 | 715 | 1,055 | 1,055 |
| Baird Ballroom E+F+G | 10,798 | 144' X 72' | 580 | 770 | 1,075 | 1,075 |
| Baird Ballroom A+B+C+D | 21,130 | 136' X 146' | 1,140 | 1,375 | 2,110 | 2,110 |
| Baird Ballroom D+E+F+G | 21,356 | 136' X 146' | 1,210 | 1,350 | 2,135 | 2,135 |

The Baird Sky View Terrace is 16,500 square feet.

The Baird Ballroom Pre-function is 18,000 square feet.

The Baird Ballroom can hold up to 158 10x10 booths.

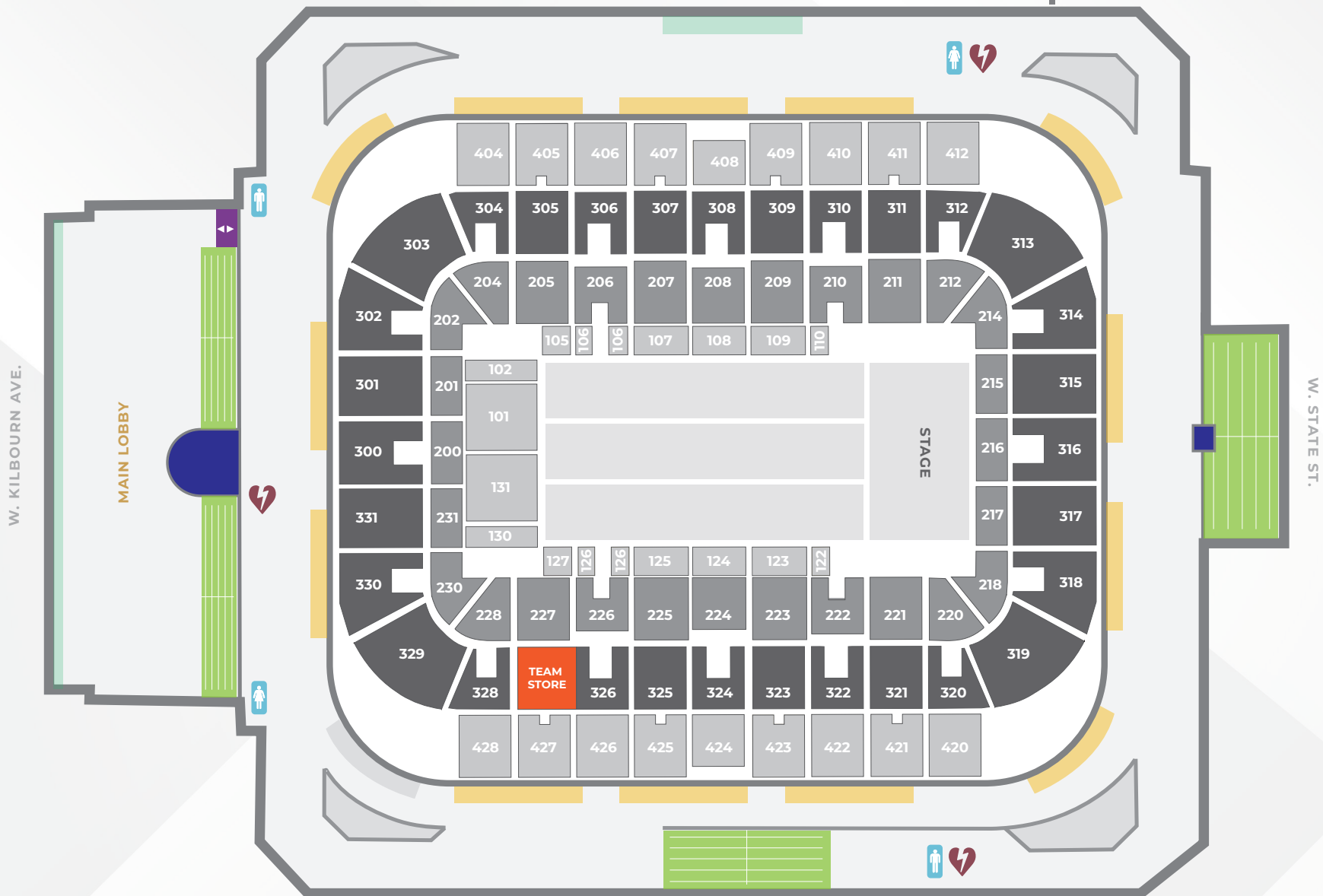
Ceiling heights range from 30'-9" to 34'-1".

UW-MILWAUKEE PANTHER ARENA MAIN LEVEL



PASS GATE ENTRANCE
495 W. State St.

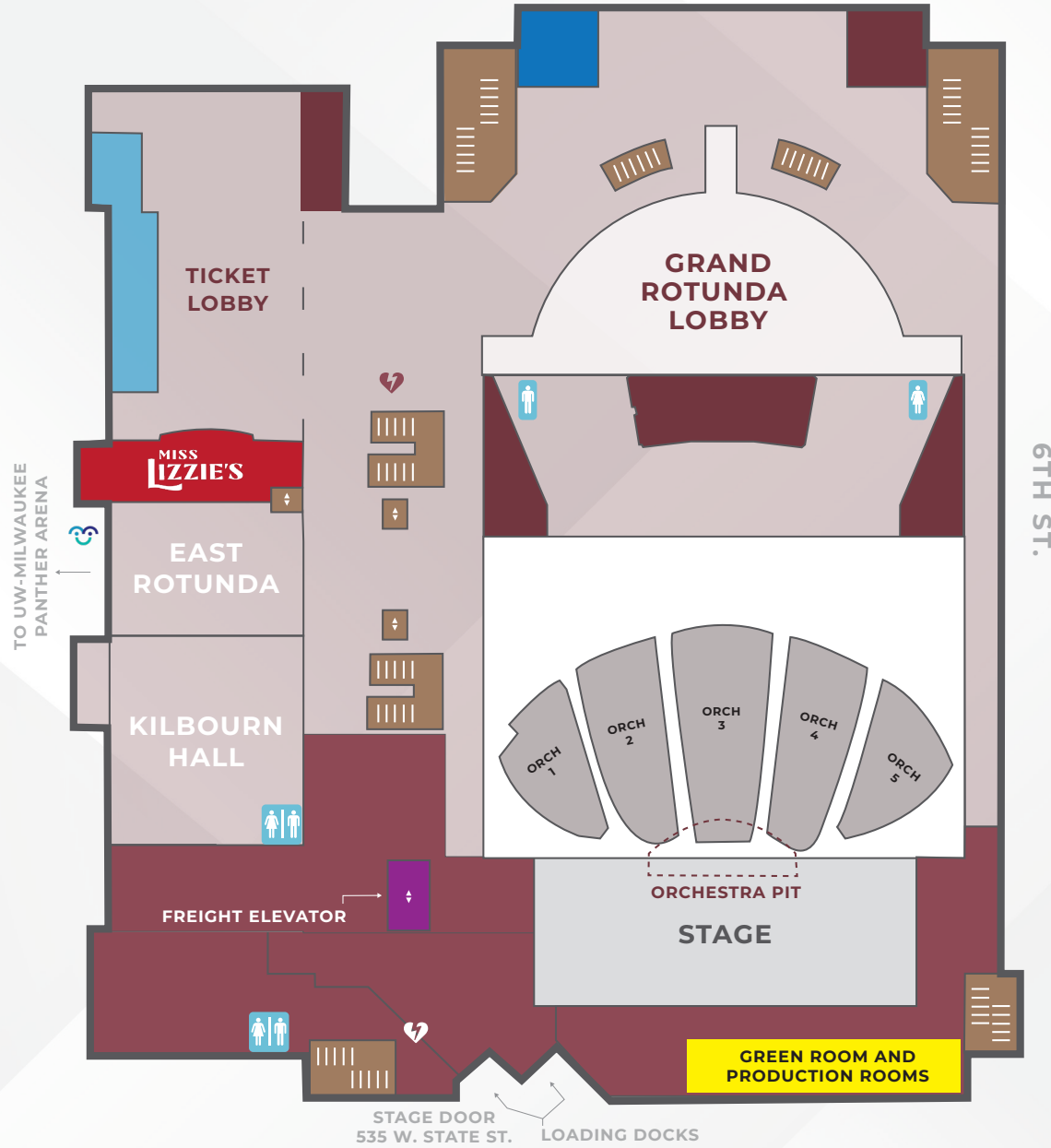
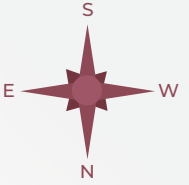
▲ MILLER HIGH LIFE THEATRE



- BOX OFFICE
- ENTRANCE/EXIT
- CONCESSIONS
- TEAM STORE
- RESTROOMS
- MAMAVA LACTATION POD
- AED

SPECIFICATIONS - 8,500 permanent seats

| AREA | GROSS SQ. FT. | DIMENSIONS | CEILING HEIGHT | STAGE (GSF) | 10x10 EXHIBITS | BANQUET: 60" ROUNDS OF 8 | THEATER | CLASSROOM |
|------------------|---------------|------------|----------------|--------------|----------------|--------------------------|---------|-----------|
| Arena Floor | 24,000 | 105 x 234' | 95' | Customizable | 155 | 1,500 | 12,700 | 1,000 |
| Media Room | 2,300 | 102 x 23' | | | | | | |
| East Locker Room | 360 | 19'x20' | | | | | | |
| West Locker Room | 360 | 19'x20' | | | | | | |
| East Team Room | 460 | 21'x22' | | | | | | |
| West Team Room | 460 | 21'x22' | | | | | | |
| East Star Room | 150 | Irregular | | | | | | |
| West Star Room | 110 | Irregular | | | | | | |



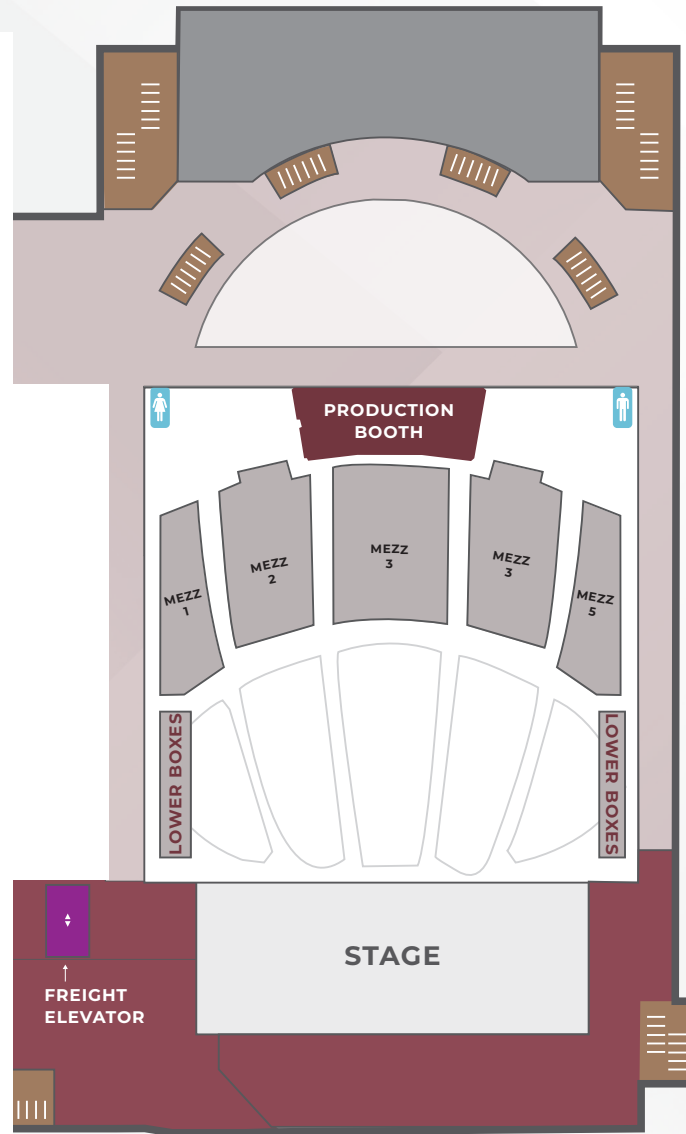
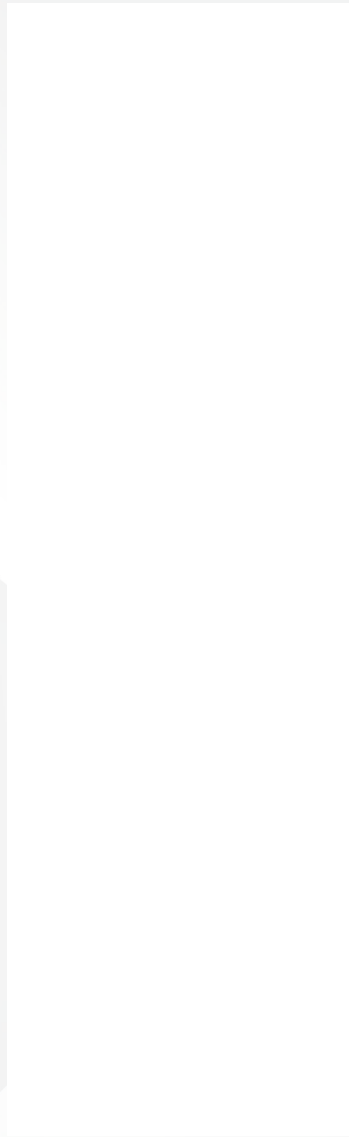
- MEETING / RECEPTION ROOMS
- BACK OF HOUSE
- ORCHESTRA SEATS
- MISS LIZZIE'S

- WCD BOX OFFICE
- PABST THEATER GROUP BOX OFFICE
- GREEN / PRODUCTION ROOMS

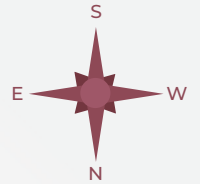
- RESTROOMS
- STAIRS
- ELEVATORS
- FREIGHT ELEVATOR

- MAMAVA LACTATION POD
- AED

KILBOURN AVE.

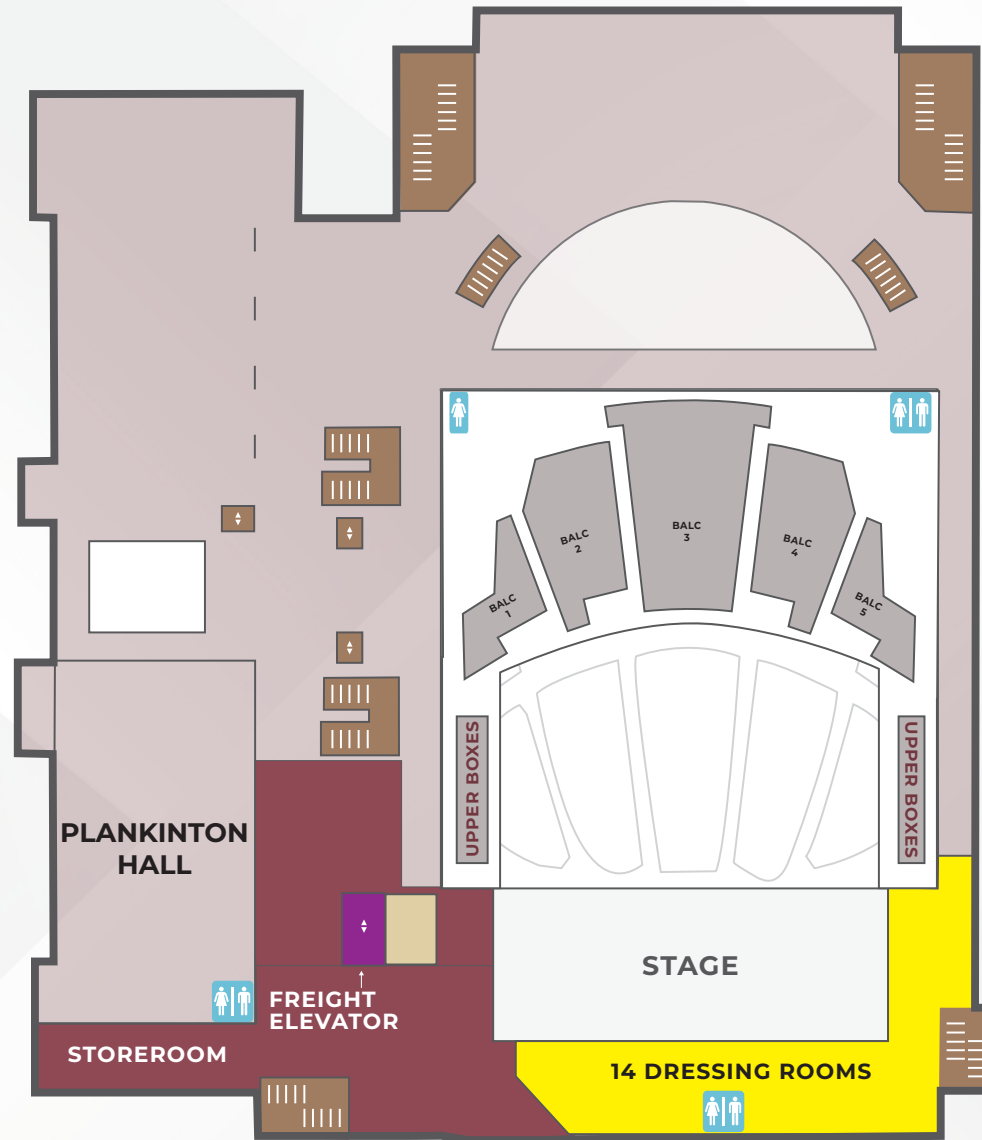


- MEETING / RECEPTION ROOMS
- BACK OF HOUSE
- MEZZANINE SEATS
- ♿ RESTROOMS
- ▤ STAIRS
- ⬆ ELEVATORS
- ⬇ FREIGHT ELEVATOR



KILBOURN AVE.

6TH ST.



- MEETING / RECEPTION ROOMS
- BACK OF HOUSE
- BALCONY SEATS
- LAUNDRY
- DRESSING ROOMS
- RESTROOMS
- STAIRS
- ELEVATORS
- FREIGHT ELEVATOR

SPECIFICATIONS

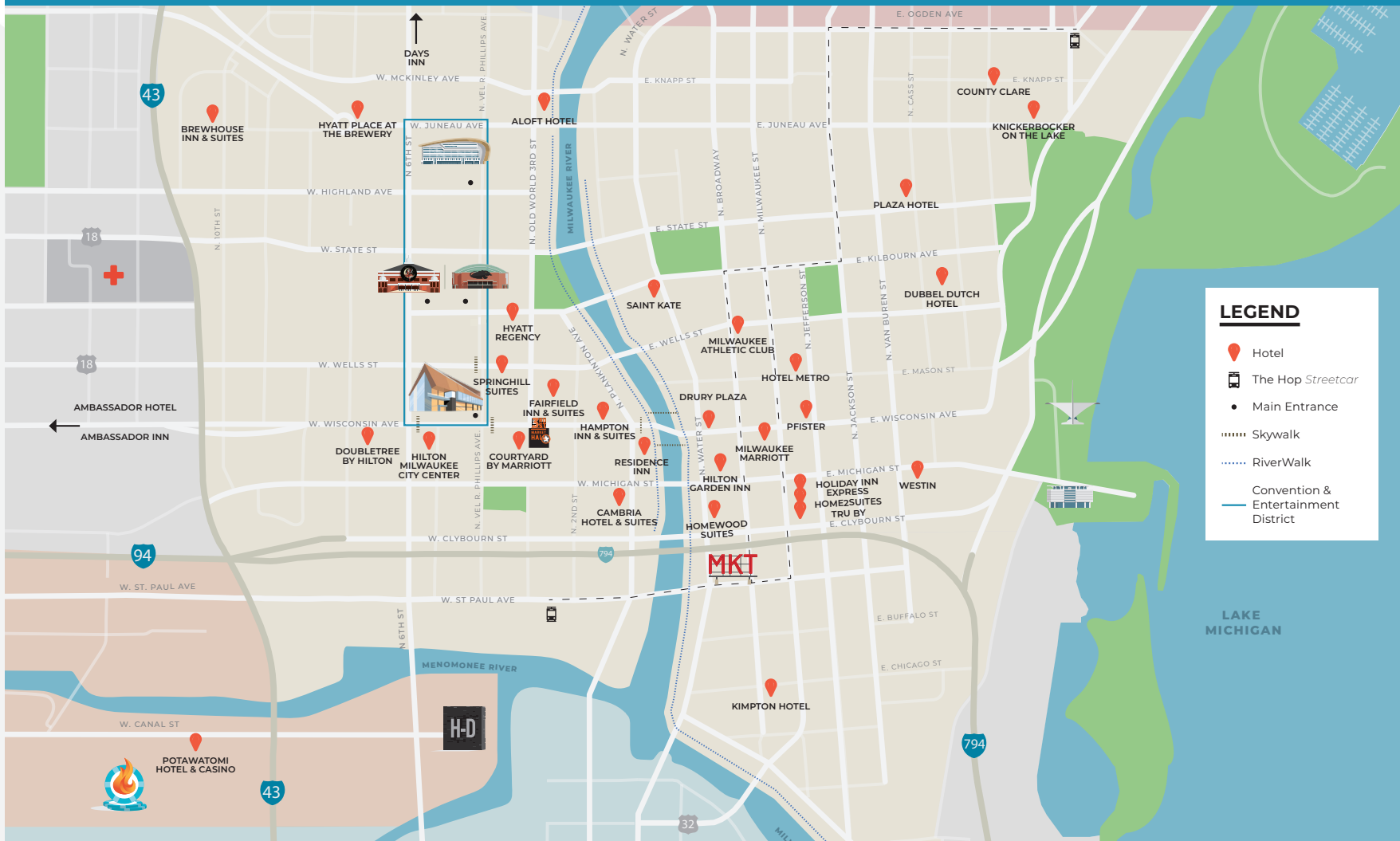
| AREA | GROSS SQ. FT. | DIMENSIONS | CEILING HEIGHT | STAGE (GSF) | BANQUET: 60" ROUNDS OF 8 | THEATER | RECEPTION |
|-----------------------|---------------|---------------|----------------|---------------|--------------------------|---------|-----------|
| Main Hall | 31,897 | Irregular | 65' (max) | 2,514 | — | 4,087 | — |
| Floor | 18,719 | Irregular | 65' (max) | — | — | 2,643 | — |
| Balcony | 10,016 | Irregular | — | — | — | 1,461 | — |
| Lower Boxes | — | Irregular | — | — | — | 39 x 2 | — |
| Upper Boxes | — | Irregular | — | — | — | 22 x 2 | — |
| Rotunda | 32,815 | Irregular | 65' | built to suit | 240 | — | 1,000 |
| Plankinton Hall | 6,131 | 100' 6" x 61' | 14' | built to suit | 400 | 650 | 400 |
| Kilbourn Hall | 3,993 | 66' x 60' 6" | 12' 9" | built to suit | 250 | 390 | 250 |
| Kilbourn Hall Rotunda | 1,581 | 41' x 41' | 32' | built to suit | 50 | — | 50 |
| Miss Lizzie's | 1,100 | 22' x 60' | — | — | — | — | 48 |
| Ticket Lobby | 3,750 | 81' x 46' | — | — | 192 | 320 | 48 |

SEATING CAPACITIES

| AREA | PERMANENT SEATING | REMOVABLE SEATING | BOX SEATS |
|-----------|-------------------|-------------------|-----------|
| Orchestra | 1,196 | 57 | - |
| Mezzanine | 1,271 | - | 80 |
| Balcony | 1,403 | - | 46 |

DOWNTOWN HOTELS

VISITMILWAUKEE.ORG | (800) 231-0903



LEGEND

- Hotel
- The Hop Streetcar
- Main Entrance
- Skywalk
- RiverWalk
- Convention & Entertainment District

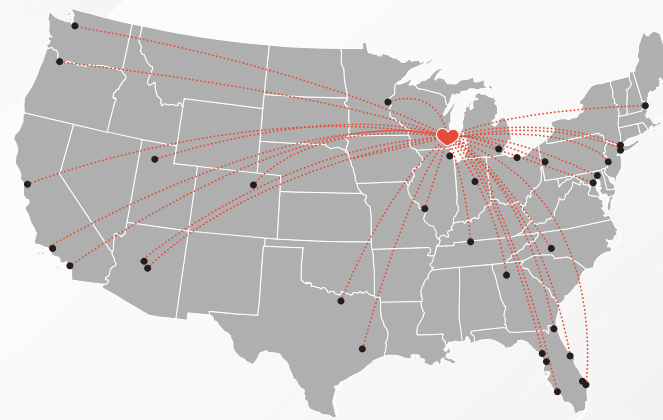
- Discovery World
- Fiserv Forum
- Harley-Davidson Museum
- Miller High Life Theatre
- Milwaukee Art Museum
- Milwaukee Public Market
- Potawatomi Hotel & Casino
- UW-Milwaukee Panther Arena
- Baird Center
- 3rd Street Market Hall

DIRECTIONS TO BAIRD CENTER:

NORTH: Take I-43 heading south. Take Exit 72E (right) for Highland Ave./11th St. Merge onto N. 11th St. Turn left onto W. Wells St. Turn right onto N. 6th St. Turn left onto W. Wisconsin Ave. The main entrance will be on your left at the corner of N. Vel R. Phillips Ave. and W. Wisconsin Ave.

WEST: Take I-94 heading east. Take Exit 1H (right) toward St. Paul Ave./James Lovell St. and then merge to the left onto James Lovell St. Turn right onto W. Wisconsin Ave. The main entrance will be on your left at the corner of N. Vel R. Phillips Ave. and W. Wisconsin Ave.

SOUTH/AIRPORT: Take I-43/I-94 heading north. Take Exit 72A (right) toward Michigan St./10th St. Veer slight left onto 10th St. Turn right onto W. Wisconsin Ave. The main entrance will be on your left at the corner of N. Vel R. Phillips Ave. and W. Wisconsin Ave.



10 REASONS TO CHOOSE MILWAUKEE

1. VALUE
2. ACCESSIBILITY
3. UNIQUE ATTRACTIONS & VENUES
4. REDEVELOPMENT
5. CONVENTION CENTER COMPLEX
6. LOCAL FLAVOR
7. DIVERSITY & NEIGHBORHOODS
8. WELCOMING PEOPLE
9. WALKABILITY AND SAFETY
10. CVB/DMO

