

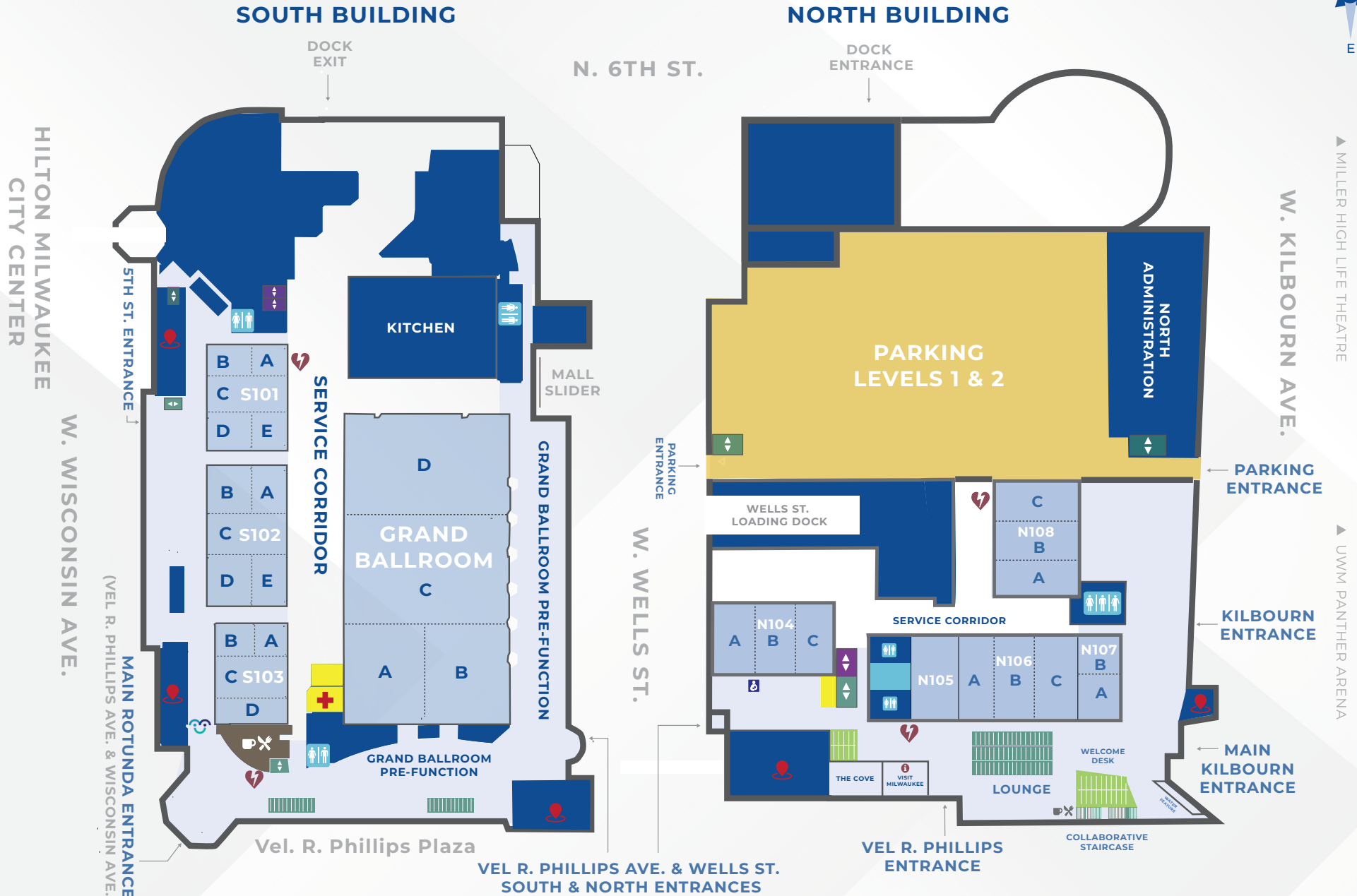
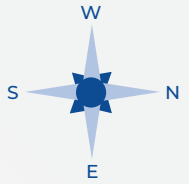
WISCONSIN CENTER DISTRICT  
**MEETING ORGANIZER WORKBOOK**



WCD.ORG  
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# BAIRD CENTER 100 LEVEL (First Floor, Street Level)



- MEETING ROOMS
- VENDING
- 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

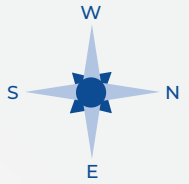
ROOMS	GROSS SQ. FT.	DIMENSIONS	BANQUET (RD. 72"/10)	CLASSROOM	THEATER	RECEPTION
Room N104 A+B+C	4,452	87' x 51'	280	310	530	625
Room N104 A	1,510	29' x 51'	80	100	165	210
Room N104 B	1,460	30' x 51'	100	105	175	200
Room N104 C	1,482	28' x 51'	80	105	160	205
Room N104 A+B	2,970	59' x 51'	200	200	325	425
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's ceiling height ranges from 28' to 31'.
- S100 meeting rooms have a ceiling height of 14' 9".
- The Grand Ballroom can hold up to 165 10x10 booths.

- N100 meeting rooms have a ceiling height of 15' 3".
- The Collaborative Staircase can seat approximately 200.



# BAIRD CENTER 200 Level (Second Floor)



- MEETING ROOMS
- VENDING
- TERRACE

- PARKING
- BACK OF HOUSE

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

- STAIRCASES
- MAMAVA 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".

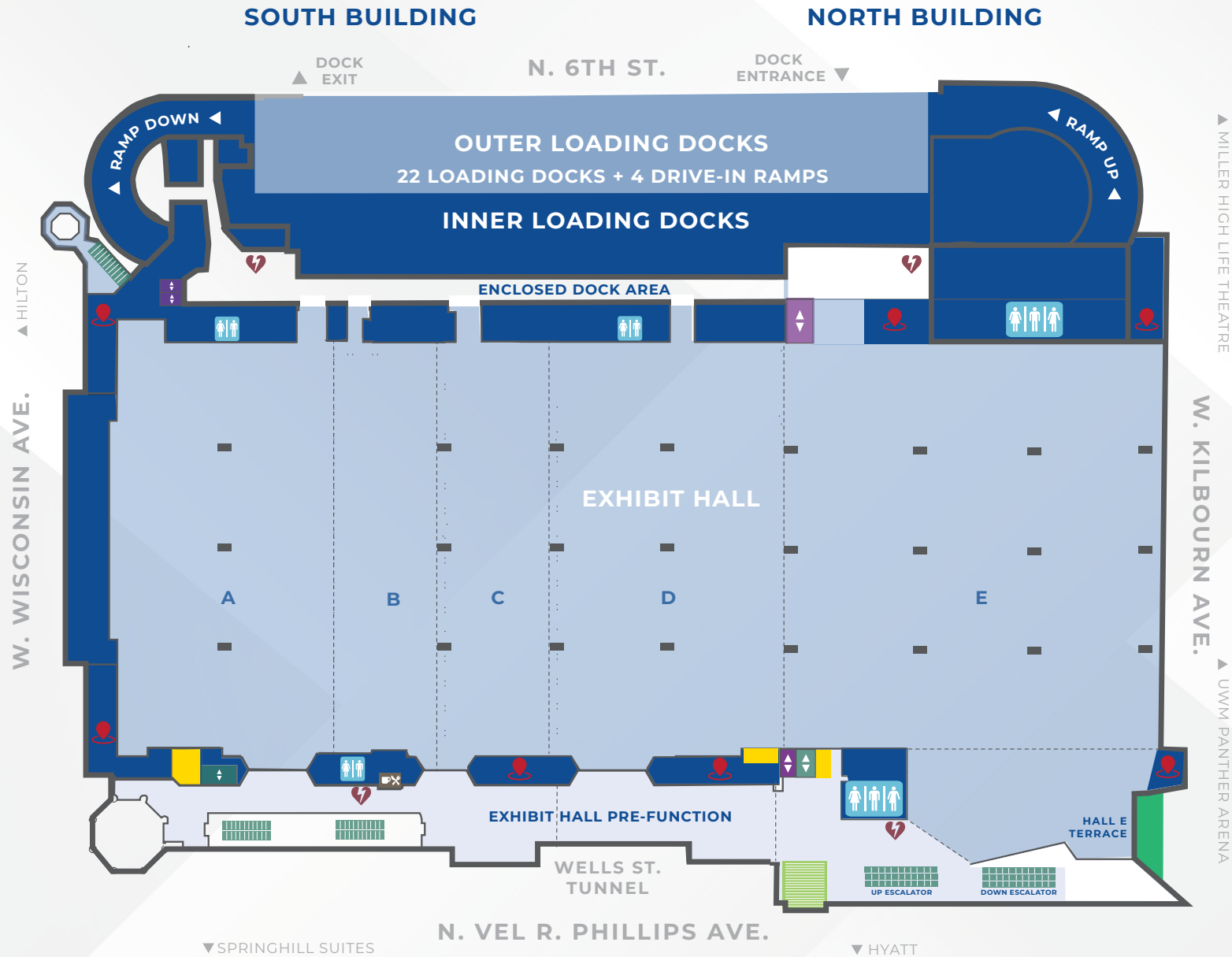
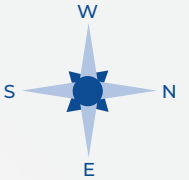
## NORTH BUILDING 200 LEVEL SPECIFICATIONS

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 is 300 square feet.

# BAIRD CENTER EXHIBIT LEVEL (Third Floor)



- |                 |                 |                        |                        |
|-----------------|-----------------|------------------------|------------------------|
| ● PUBLIC SPACES | ● BACK OF HOUSE | ♿ ALL GENDER RESTROOMS | --- AIR WALL           |
| ● CONCESSIONS ☪ | ● SHOW OFFICES  | ♿ RESTROOMS            | ■ TERRACE              |
| ● TERRACE       |                 | ▤ ESCALATORS           | ♿ MAMAVA LACTATION POD |
|                 |                 | ⬆ ELEVATORS            | ♿ MOTHER'S ROOM        |
|                 |                 | ⬆ FREIGHT ELEVATORS    | ♥ AED                  |
|                 |                 | ■ STAIRCASES           | 🚪 EMERGENCY EXITS      |



## 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 Doors: 20' W x 16' H

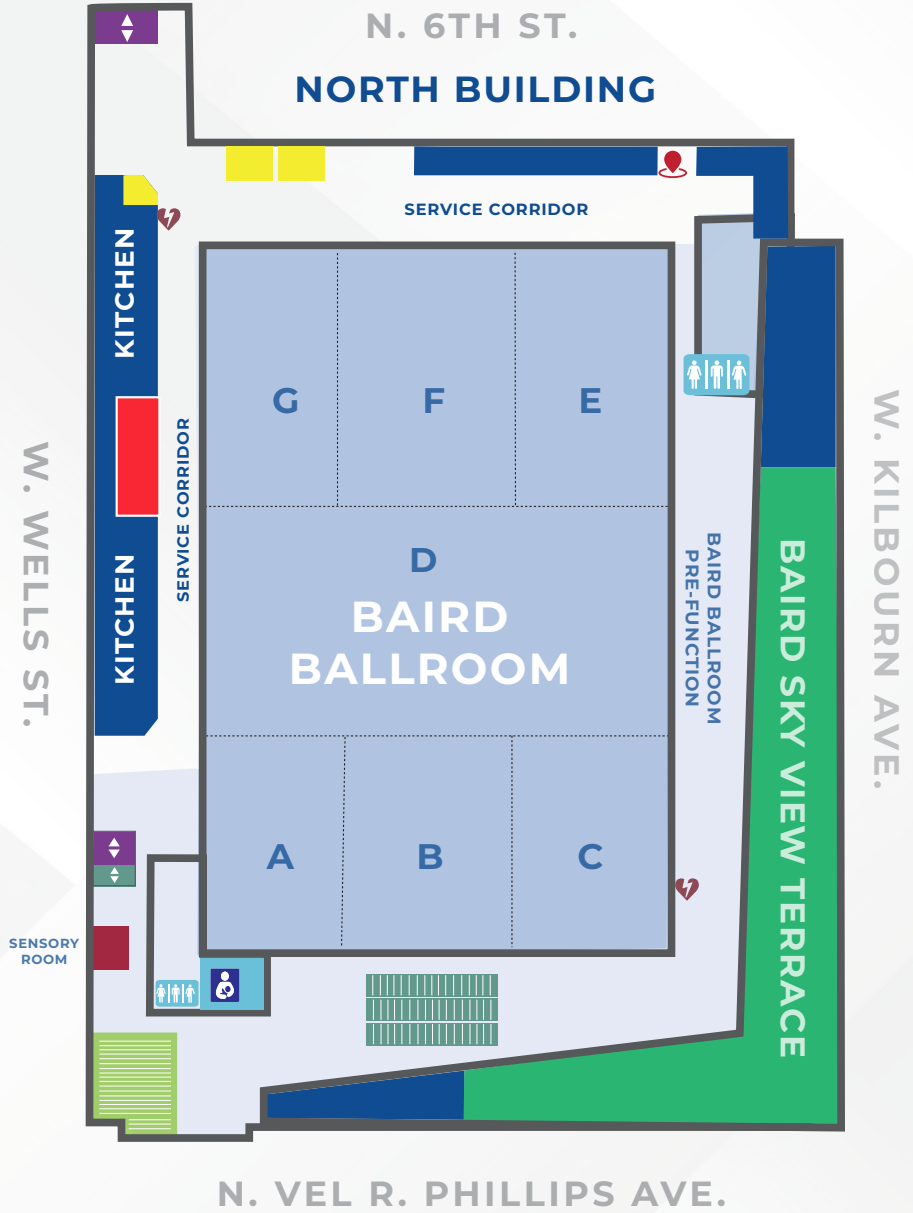
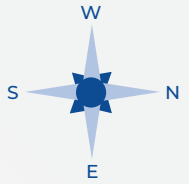
Exhibit Hall Floor Capacity: 350 lbs/sq. ft.

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

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

• The Hall E terrace is 1,500 square feet.

**BAIRD CENTER** BAIRD BALLROOM (Fourth Floor, Rooftop)



- PUBLIC SPACES
- SENSORY 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

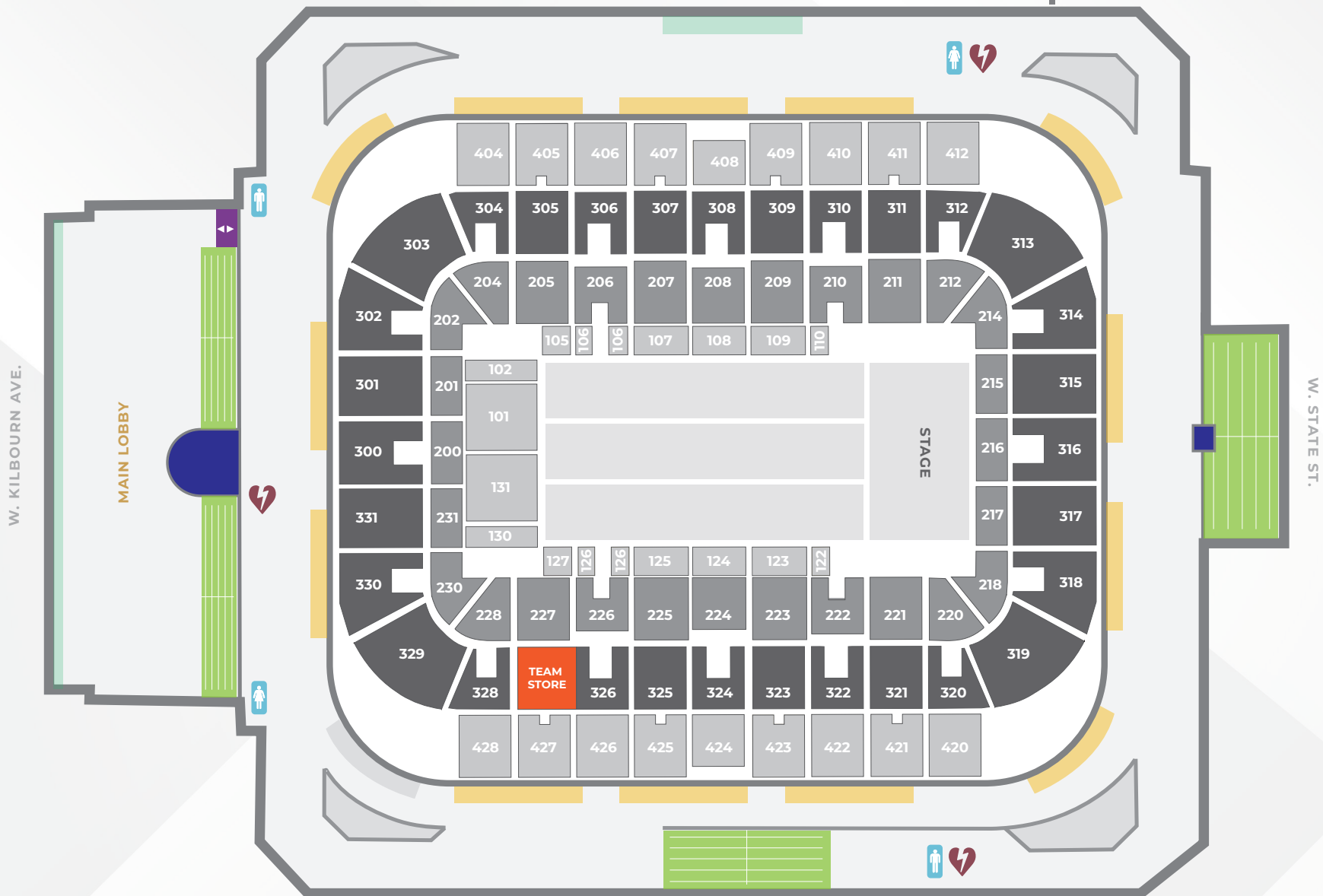
- The Baird Sky View Terrace is 16,500 square feet.
- The Baird Ballroom can hold up to 158 10x10 booths.
- The Baird Ballroom Pre-function is 18,000 square feet.
- Ceiling heights range from 30' 9" to 34' 1".

# UW-MILWAUKEE PANTHER ARENA MAIN LEVEL



PASS GATE ENTRANCE  
495 W. State St.

▲ MILLER HIGH LIFE THEATRE



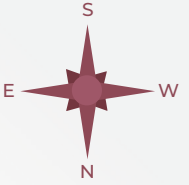
- BOX OFFICE
- RESTROOMS
- ENTRANCE/EXIT
- ⊕ MAMAVA LACTATION POD
- CONCESSIONS
- ♥ AED
- TEAM STORE
- STAIRCASES

## 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						



# MILLER HIGH LIFE THEATRE MAIN LEVEL



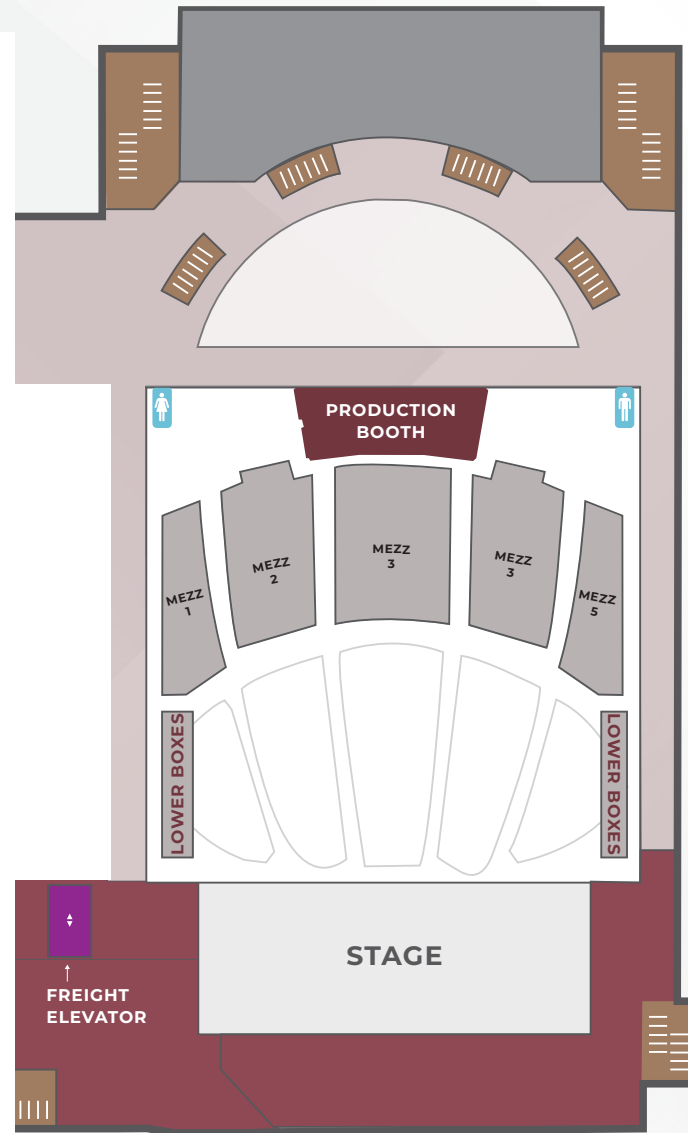
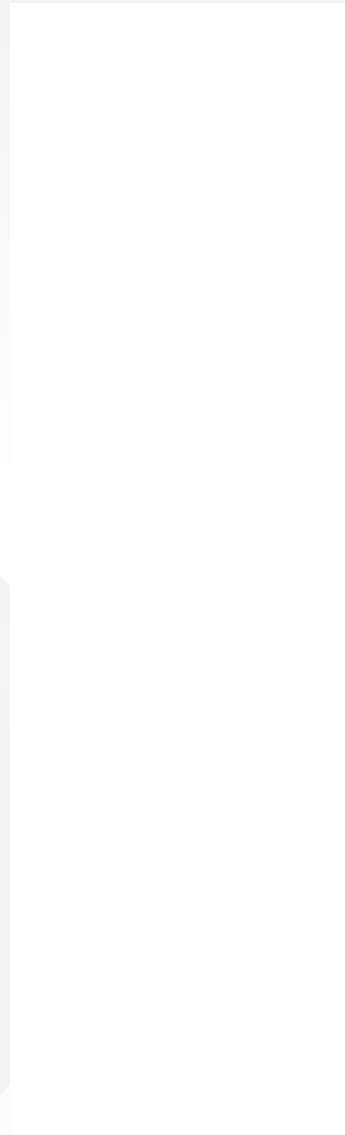
- MEETING/RECEPTION ROOMS
- BACK OF HOUSE
- ORCHESTRA SEATS
- MISS LIZZIE'S

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

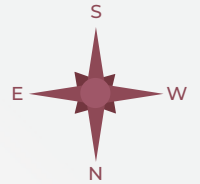
- ♿ RESTROOMS
- ▤ STAIRS
- ⬆ ELEVATORS
- ⬆ FREIGHT ELEVATOR

- ♿ MAMAVA LACTATION POD
- ♥ AED

KILBOURN AVE.

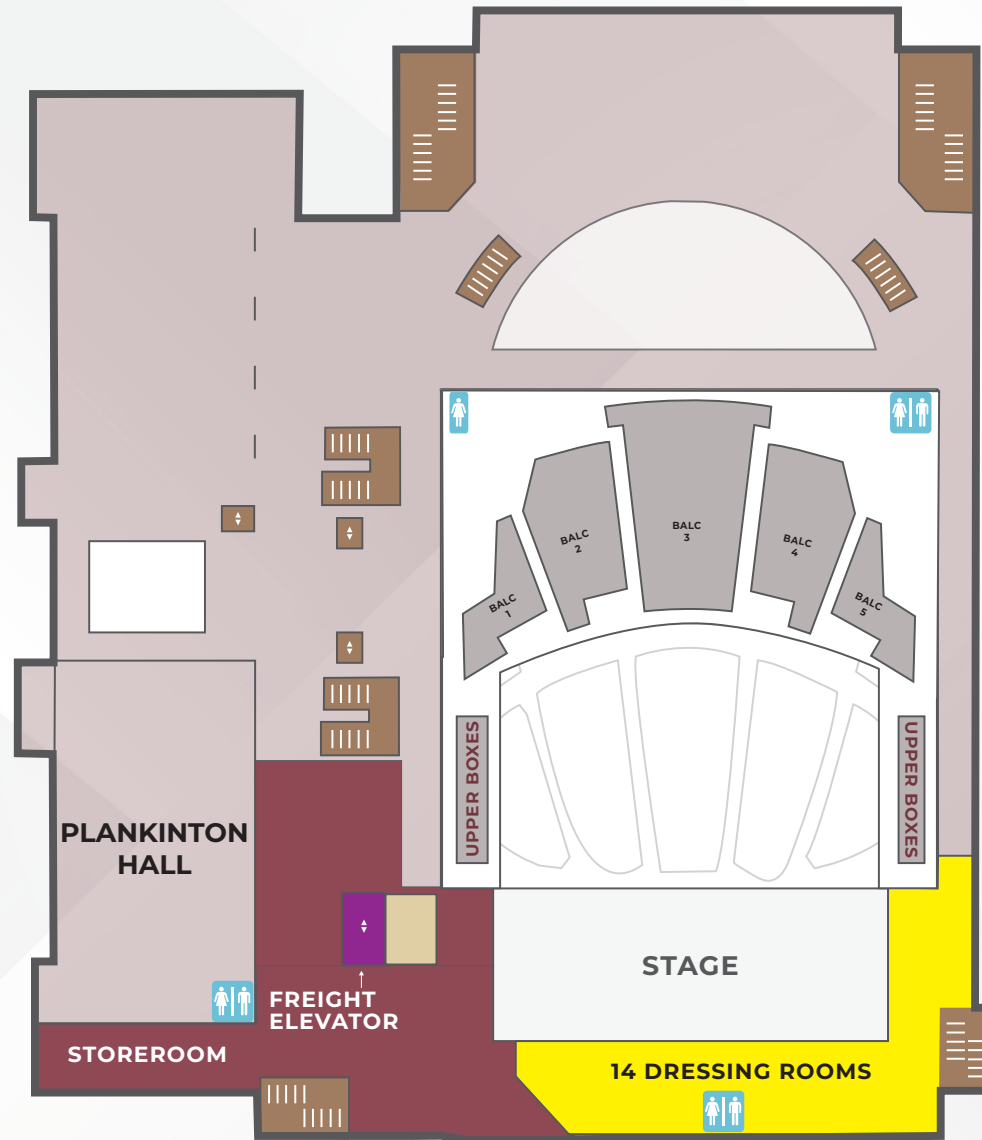


- MEETING/RECEPTION ROOMS
- BACK OF HOUSE
- MEZZANINE SEATS
- ♿ RESTROOMS
- ▤ STAIRS
- ⬆ ELEVATORS
- ⬇ FREIGHT ELEVATOR



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 MILWAUKEE HOTELS

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**LEGEND**

- Hotel
- Skywalk
- RiverWalk
- Convention & Entertainment District
- Visitor Information



3rd Street Market Hall

UPDATED 4/24/24

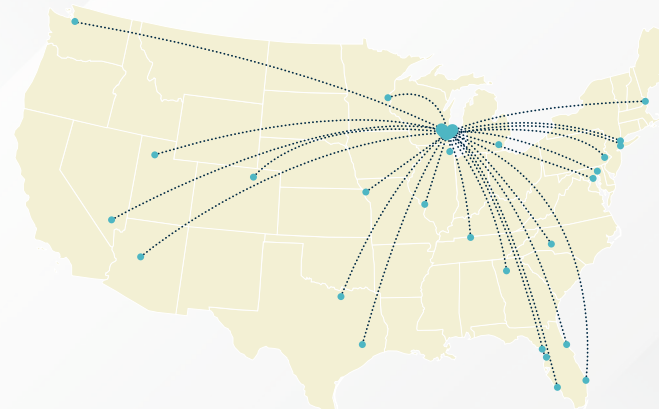
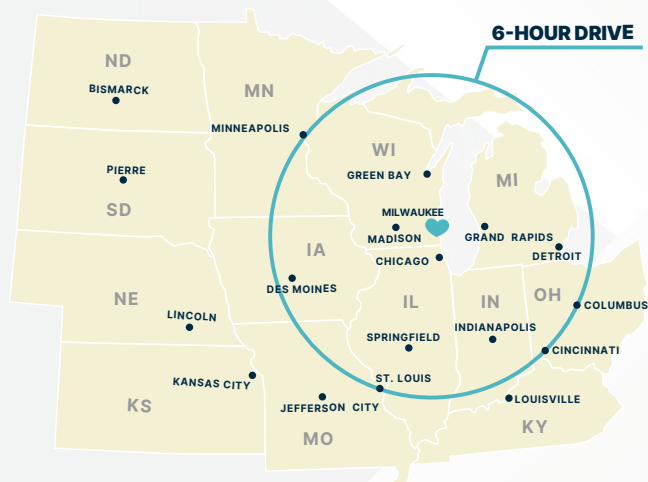


## DIRECTIONS TO BAIRD CENTER:

**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 AND VENUES
4. REDEVELOPMENT
5. CONVENTION CENTER COMPLEX
6. LOCAL FLAVOR
7. DIVERSITY AND NEIGHBORHOODS
8. WELCOMING PEOPLE
9. WALKABILITY
10. VISIT MILWAUKEE DMO

