



TECHNICAL MANUAL



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Introduction | Baird Center



Baird Center is a 1.3 million square foot facility built to serve 21st century conventions, conferences, trade and consumer shows. The North and south buildings combined feature a 300,275 square foot exhibit hall, the ground-floor Grand Ballroom at 37,500 square feet, the rooftop Baird Ballroom at 30,000 square feet and state-of-the art technology throughout. 73,566 square feet of additional meeting space is divisible into as many as 52 breakout rooms, each with its own IT infrastructure, fully controllable lighting, HVAC and sound.

The divisible ballrooms are elegantly finished and equipped like concert halls to accommodate

corporate productions with ample power for heavy-duty sound, lighting projection and special effects equipment. The Exhibit Level offers prime exhibit space with pillars at 90' x 90' intervals and utilities on a 30' x 30' floor grid. The exhibit hall spans along two blocks of Wells Street, providing sheltered curb space for dropping off and picking up attendees, as well as 22 push-to-floor loading docks.

Key Contacts

Baird Center

400 W. Wisconsin Ave.
Milwaukee, WI 53203
414-908-6000
bairdcenter.com | wcd.org

Event Services

Contact your event services manager with any event-specific questions.

Sales/Entertainment Booking

sales@wcd.org

Public Safety

414-908-6165 (24/7/365 availability)

Information Technology (IT)

Contact your event services manager with questions about IT.

Marketing

marketing@wcd.org

'Sponsorship and Advertising

sponsorship@wcd.org

Levy Restaurants

Exclusive, in-house food and beverage
levycatering@wcd.org
414-908-6154

CTI

Preferred, in-house audio visual (AV) provider.
info@cti.com | (800) 743-6061
Contact your event services manager with questions about AV.

Visit Milwaukee

Milwaukee Convention and Visitors Bureau
visitmilwaukee.org

General Specifications



Baird Center is comprised of adjacent north and south buildings; see Baird Center Spaces section for entrance addresses.



Open loading dock: Baird Center's "open loading dock" policy provides clients and exhibitors great freedom to use the labor or services of your choice. See Operational Information-Labor for more.



Food and beverage services provided by Levy Restaurants, Baird Center's exclusive in-house food and beverage provider. See Food and Beverage Services section.



ADA compliant.



Public Safety: Public safety officers on duty 24/7/365. Additional security services offered. See Public Safety section for details.



KultureCity Sensory Inclusive™ certified; venue is equipped with sensory rooms, bags and trained staff. See KultureCity section for details.



In-house sponsorship and advertising program; Visual Impact. See Additional Services section.



Smoke and tobacco-free neighborhood.



400 space indoor parking garage.

Sustainability



SOLAR ROOF

SOLAR ROOF

98,130 kilowatt-hours will be avoided—that's the equivalent of CO2 emissions from 7,488,199 smartphones charged.



GREY ROOF MEMBRANE

GRAY ROOF MEMBRANE

Used to protect buildings from weather and water, gray roof membrane is ideal for Milwaukee's climate.



STORM WATER MANAGEMENT SYSTEM

STORMWATER MANAGEMENT SYSTEM

The expanded Baird Center features a 320,000-gallon StormTrap®, an underground storm water detention system.



RECYCLED STEEL

RECYCLED STEEL

90% of the steel used for construction is made of recycled materials. 6,000 total tons of steel was used in the project.



LOW-FLOW PLUMBING FIXTURES

LOW-FLOW PLUMBING FIXTURES

Low-flow plumbing fixtures are installed throughout the convention center.



LED LIGHTING

LED LIGHTING

LED lighting will be installed in both front and back of house. The lighting will also be equipped with occupancy sensors that engage based on occupancy and daylight levels.



STATE-OF-THE-ART ORCA FOOD DIGESTER

STATE-OF-THE-ART ORCA FOOD DIGESTER

ORCA mimics a natural food digestion process to digest food waste into liquid. It can divert up to 438 tons of food waste per year from the landfill.



FRITTED GLASS

FRITTED GLASS

The ceramic fritted glass increases energy efficiency and prevents bird collisions.



KultureCity Sensory Inclusive™ Venue

Baird Center is equipped with two sensory rooms (N200 Level and Baird Ballroom Level), sensory bags and trained staff to best accommodate guests with sensory needs. Baird Center sensory rooms were specially designed to create a safe, comfortable and controlled environment for people who are feeling overstimulated and need to decompress. Sensory rooms are equipped with various audio and visual panels and specialized bean bags for seating and were designed by KultureCity. KultureCity works with a team of occupational speech-behavioral therapists, physicians and neurodivergent individuals to design sensory rooms at venues across the globe.

Additionally, Baird Center has sensory bags available for individuals looking for ways to help lessen sensory overload during an event. Sensory bags are equipped with noise-reducing headphones, three types of fidget tools and a visual cue card. Bags are reusable and wiped down with an antibacterial wipe after each use.

Baird Center staff members are Sensory Inclusive™ certified by KultureCity and have been trained how to interact with guests who have sensory sensitivities or help them use sensory rooms or bags.

GBAC

The health and safety of our guests and attendees is something we take seriously. Baird Center has achieved Global Biorisk Advisory Council® GBAC STAR accreditation, the gold standard for prepared facilities, by implementing the most stringent protocols for cleaning, disinfection, and infectious disease prevention.

This accreditation sets the bar for event venues and provides a level of comfort and security that we are taking every precaution to provide a healthy environment.

Nursing Mother's Rooms and Mamava Pods

Private nursing mother's rooms are available in Baird Center's North Building on the N100 Level, N200 Level and the Baird Ballroom Level.

Mamava Lactation Pods are available in Baird Center's South Building on the S100 Level. The lactation pods are free, private, clean and comfortable spaces to pump or nurse babies. Pods come with built-in seating, lighting, shelves, mirror, coat hook, electrical outlets and fan.



require the timely return of your License Agreement and deposit. Ticketmaster use is recommended, but not required. Baird Center's main box office is located at the Miller High Life Theatre (500 W. Kilbourn Ave.).

Payment Accepted

Baird Center accepts Visa, Mastercard, American Express, Discover and cash for ticket sales.

Ticketing Information

Wisconsin Center District's contract with Ticketmaster does not preclude consumer shows or other similar public expositions at Baird Center from using other ticketing platforms. For more information consult your sales account manager. At least seven business days are needed to set up an event on Ticketmaster® before tickets can be sold; at least two days are needed to set up a general admission event. These arrangements also

Event Services Manager

Your event services manager will be your key contact and will help create the event plan, coordinate the room set-up, manage the event team, assist with billing questions, act as your liaison to the City of Milwaukee for permits covering exhibits, and temporary street closures. Event services managers have complete decision-making authority regarding Baird Center facilities, staff and equipment.

Please forward any draft material to your event services manager for review and suggested changes. Your exhibit floor plan and/or staging diagrams must be approved prior to reserved ticket sales, booth rentals or similar actions. We recommend adding your event services manager to any event-related mailing lists to monitor items relating to Baird Center.

Trash Removal

Trash removal plans for your event will be reviewed with your event services manager.

Wisconsin Tax Law Requirements

Wisconsin law requires event operators to report basic information to the Wisconsin Department of Revenue regarding any exhibitor or vendor selling or bartering goods, merchandise or services at the event. A "Notice to Operators (Organizers) of Sales Events" describing this requirement, and a reproducible

form (**Wisconsin Department of Revenue Form S-240 and/ or Spreadsheet S-240a**) for reporting purposes, are available from the Wisconsin Department of Revenue's Income, Sales and Excise Tax Division or your event services manager.

In addition, some vendors may be required to have a Wisconsin seller's permit. For more information about you and your exhibitors' tax obligations contact:

Customer Service Bureau
Temporary Events Program
PO Box 8949
Madison, WI 53708-8902
(608) 266-2776

[Download form: S-240.pdf and spreadsheet S-240a.xls at revenue.wi.gov.](#)

Carry-ins

Food and beverage carry-ins are not permitted in Baird Center. Still and video camera carry-ins are subject to show management's preference.

Smoke and Tobacco Use

Baird Center is part of a smoke and tobacco-free neighborhood. Smoking and vaping are not permitted anywhere on the Wisconsin Center District campus.



Fire and Safety Requirements

All fire hose cabinets, pull stations and emergency exits (including those inside an exhibit space) must be visible and accessible at all times. All main and cross aisles, corridors, stairways and other exits must be maintained at their required width during show hours. Chairs, tables and other display equipment may not protrude into the aisles.

Materials used in the construction of displays must be fire retardant or resistant and are subject to approval by the City of Milwaukee Department of Neighborhood Services and Baird Center management. Exhibitors are responsible for the

safe construction and maintenance of their displays. All empty crates and boxes must be stored in areas approved and assigned by Baird Center management.

Show management is responsible for all event equipment and participants. Written authorization by Baird Center management and the Department of Neighborhood Services is required for the following:

- Exhibit booths which have enclosed ceilings, upper decks or any large overhead advertising device in excess of 100 square feet; these require the use of perforated or porous materials that will not obstruct fire sprinkler protection. The Department of Neighborhood Services requires such booths to be equipped with portable fire extinguishers.
- Display and operation of any heater, heat producing or open flame devices such as barbecues, candles, lanterns, torches, fireplaces, etc.
- Display and operation of any electrical, mechanical or chemical devices which may be deemed hazardous by the Department of Neighborhood Services.
- Use or storage of flammable liquids, compressed gases, dangerous chemicals or pyrotechnics.
- No drones allowed without the Baird Center's written consent.

LP Tank Regulations

All liquid petroleum (LP) gas tanks must be removed from trailers and mobile homes. No LP tanks, empty or filled, are to be stored in the building. LP gas used to operate display equipment is limited to five pounds filled capacity. Your event services manager will obtain this permit on your behalf to comply with the City of Milwaukee's safety requirements.

Gasoline and Diesel-powered Vehicles and Equipment

Inform your event services manager at the earliest opportunity if any vehicles or power equipment such as automobiles, boats,

motorcycles, ATVs, recreational vehicles, lawn mowers, golf carts, construction equipment and other machinery will be in use. Before space is assigned, a floor plan showing vehicle displays must be submitted to Baird Center. Under the City of Milwaukee Code of Ordinances, a vehicle display permit must be obtained from the City of Milwaukee Department of Neighborhood Services at least two weeks before move-in. Permits will be obtained on your behalf by your event services manager. There is no surcharge for this service. Vehicles on display within an exposition facility must have less than a quarter tank of fuel. Fuel tanks shall be locked or sealed and batteries must be disconnected.



Hazardous Materials

These include but are not limited to: open flames, hot coals, natural gas hook ups, compressed gas cylinders (such as propane and acetylene), gasoline, radioactive material, and/or any flammable, combustible or toxic liquid, solid or gas. Please contact your event services manager for more details.

Public Safety

Public safety is paramount for all Baird Center events. The District's Emergency Response Plan is available to inform clients about Baird Center's high-level plans and procedures. As every incident is unique, exact execution is determined by the on-duty

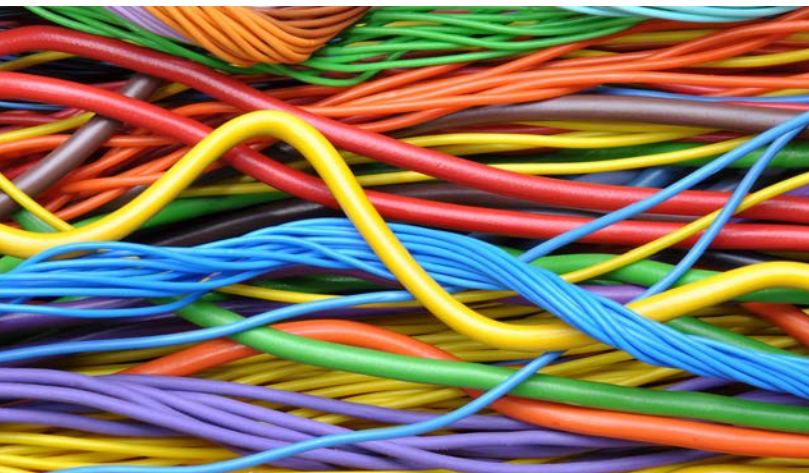
Public Safety Control Center (located on the S200 Level of Baird Center's South Building, at 750 N. 6th St.) operator and may deviate based off facility intelligence.

Security-related questions pertaining to your event may be directed to Baird Centers public safety manager or VP of public safety. Baird Center provides in-house facility security 24/7/365; if additional security is needed for your event, this is offered through a third-party security organization. Additional security can perform bag checks, security screening, badge checking, asset protection and provide roving patrols. Each event will go through a detailed risk assessment process.

Your event services manager will work with you to provide the safest, most comprehensive plan for your event. No one other than a law enforcement officer on official duty may possess a weapon on Baird Center premises. Our entrances are posted with notices that weapons are banned from the facilities. All weapons must be left secured in your vehicle. Baird Center is not responsible for any lost or stolen items. Anyone found to possess a weapon may be reported and prosecuted to the fullest extent of the law.

Emergency Situations

Due to the size of the campus and multiple facility entrances, please call the Public Safety Control Center at 414-908-6165 in the event of any emergency requiring an outside service (fire, police, medical) to report the location, type and specifics of the incident. The control center operator will direct the appropriate emergency services to the best location based on incident location, event traffic and event function considerations. In the case of medical emergencies, please stay with the individual until help arrives.



Electrical Services

All electrical, mechanical and IT services are provided exclusively by Baird Center. Neither clients nor exhibitors may resell services. Please refer to bairdcenter.com/exhibitor-services/ to learn more about Baird Center services and order online.

All service connections and overload protection equipment must be installed and removed by the Baird Center's electricians. All equipment and material furnished shall remain the property of Baird Center and shall be removed only by the electricians at the close of the show. Special equipment requiring company engineers or

technicians for assembly, servicing, preparatory work and operation may be installed without Baird Center electricians with advance notice to your event services manager.

Exhibitors must order electrical services using exhibitors.venueops.com/exhibitions/account-1521-A/. Exhibitors are allowed to supply their own multiple connectors, surge protectors and extension cords, provided they are grounded and meet all safety regulations. All power must be obtained from Baird Center. Only Baird Center electricians can tie power into the Baird Center's electrical grid.

Electrical Safety

All electrical equipment must be properly tagged or marked as to the type and amount of current, voltage, phase, frequency, horsepower, etc. The use of open clip sockets, latex or lamp cord wire, unapproved duplex or triplex attachment plugs is prohibited. All 120 volt cords must be three pronged, grounded cords. All exposed noncurrent-carrying metal parts of fixed equipment must be grounded. All equipment, regardless of power source, must comply with local, state and national safety codes.

Electrical Rate Information

Rates quoted for all connections cover the cost of bringing one electrical service connection to the back wall of the exhibit booth or other location determined convenient by Baird Center electricians. These rates do not include connecting equipment, wiring or taping electrical cords to meet safety requirements; these services are available at nominal costs.

Gratuities

Gratuities are not accepted.

Open Loading Dock

Baird Center has an open loading dock policy, which provides both show management and exhibitors the option to use their own labor or hired services to unload equipment from trucks and to set up and dismantle exhibits and other show equipment. Events that use a decorator should be aware of how the decorator contract may affect how this policy is exercised.



Operational Informational - Labor

For some tasks or in some situations, Baird Center labor must be used.

- **Electricians:**

Responsible for all electrical service connections and the installation and dismantling of anything that uses electricity as a power source.

- **Engineers:**

Responsible for the installation of all utility connections (air, water, gas and drain) to exhibits.

- **Setup and cleaning:**

Responsible for the set up and tear down of Baird Center equipment such as tables, chairs and risers. Maintenance personnel perform daily general cleaning of the facility; additional maintenance labor charges apply to changeovers and more frequent or specialized housekeeping services.

- **Guest services:**

Responsible for controlling access to restricted areas, providing information and assistance as well as greeting and directing guests at entrances.

- **Stagehands:**

See your event services manager about your stagehand needs. The International Alliance of Theatrical Stage Employees (IATSE) is the exclusive rigging provider at Baird Center.

- **Public safety:**

Public safety staff are dedicated 24/7/365 to the facility safety and security needs. Events may not bring in outside security vendors due to liability and state/federal licensing requirements.



Exhibit Hall and Ballroom Hanging Signs and Banners

Interior banners may only be rigged in the ballrooms and Exhibit Hall. Consult your event services manager for details about sign and banner hanging labor and equipment costs. Labor and equipment costs for all Exhibit Hall signage is divided among show management and all exhibitors who have ordered such signage.

Exterior, Lobby, Foyer Signage and Banners

Baird Center recognizes the importance of creating an event environment from the minute someone walks through our doors. Through the in-house branding initiative, Visual Impact, Baird Center event operators are given access to premier exterior, lobby and foyer signage locations to create custom branded experiences and generate advertising revenue through sponsorship. Contact sponsorship@wcd.org for more information or visit the Visual Impact page, bairdcenter.com/planners/advertising-opportunities/.

All show signage locations inside or outside of the premises are included in the Visual Impact program and must be approved pre-event. Contact sponsorship@wcd.org for approval. All signage is subject to availability and prevailing rates.

To ensure successful execution of branding and sponsorship materials, all content and product materials, (i.e. adhesives) must be submitted to Baird Center at least 30 days prior to the start of installation for approval and testing. Content, locations and substrates must be approved by Baird Center prior to use in the facility.

Meeting Room Signage

Each meeting room is equipped with a digital information display monitor that will contain that room's schedule for each day. These monitors can also be customized to meet event and sponsors' needs. Contact sponsorship@wcd.org for more information.

Digital Signage

A wide variety of indoor and outdoor digital signage are available for events. Please contact sponsorship@wcd.org for more information.

Labor and Equipment

Contact your event services manager for details about sign and banner hanging labor and equipment costs. Rigging is only allowed in the ballrooms and exhibit halls.

Additional costs apply to motorized equipment use and to large (longer than 20 ft.), heavy (over 50 lbs.) or extremely heavy (over 100 lbs.) signage and banners. Other factors may affect these costs. Labor and equipment costs for all exhibit hall signage are divided among show management and all exhibitors who have ordered such signage. Show management's share is included in the event invoice.



Baird Center does not have a shipping or receiving department, nor a FedEx or UPS on site. Please arrange shipments accordingly.

Loading and Unloading Procedures

During scheduled load-in and load-out, freight can be loaded and unloaded at up to twenty-two (22) outdoor loading docks and four (4) drive-in ramps on the west (6th Street) side of the exhibit hall, all dependent on your licensed event space. Enter the dock from the north ramp and exit from the south. Your event services manager will work with you to facilitate load-in and load-out while maintaining a secure building for your event. The dock must be

controlled by Baird Center dock personnel at prevailing labor rates.

Exhibitor loading and unloading may only be done at loading dock entrances, and only during scheduled move-in and move-out times. Except for hand-carried materials, the use of passenger elevators or pedestrian entrances for load-in/out is prohibited. Damage to the facility caused by exhibitors violating this policy is charged to show management.

Delivery, Storage and Return Shipping

Without specific prior approval from your event services manager, show and exhibitor signage should be delivered only during the designated sign hanging period before an event. Because of the difficulty of storing materials while other events move in and out, early deliveries may be refused at Baird Center's discretion. Late deliveries may incur extra, unshared labor and equipment charges including minimum calls.

Please make prior arrangements with a freight company or your decorator to have signage and other materials packed and shipped out after an event. Baird Center does not pack, store or ship signage or banners. We will not guarantee the return or the condition of any signage or banners left on our premises after an event has moved out and all signage has been removed.

Sign Hanging

Visit bairdcenter.com/exhibitor-services/exhibitor-resources/ to order sign hanging services.

**Information for exhibitors is available online at
bairdcenter.com/exhibitor-services/exhibitor-resources/.**



Pre-function Spaces

The pre-function space in front of a meeting room or ballroom is generally included with the room rental. Baird Center reserves the right to allocate pre-function space to best serve concurrent clients. Please note pre-function signage is not included in your rental and must be purchased through our sponsorship team. Contact sponsorship@wcd.org for more information.

Building Connectivity

The Baird Center's North and South Buildings connect front-of-house on the exhibit level

where Hall D and E meet, as well as a skybridge over Wells Street. The buildings are also connected back-of-house through a service corridor for event staff as needed.

Parking Garage

Baird Center offers convenient indoor parking in the Baird Center garage with entrances at 500 W. Wells St. or 433 W. Kilbourn Ave. It holds 400 spots. For additional parking options you can download the Interstate Parking app available on the Apple App or Google Play stores. The parking garage connects to the N200 Level meeting room pre-function space.

South Building – S100 Level (First Floor)

The Baird Center South Building’s main architectural focal point is the rotunda area at the corner of Vel R. Phillips Avenue and Wisconsin Avenue. This street level space houses a Visitor Center, which includes a glass-enclosed concourse, lobby and pre-function spaces which extend west and north from the rotunda and features a variety of public art and is adjacent in the Conflux vending lounge.



DIMENSIONS AND CAPACITIES

S100 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

The Grand Ballroom can hold up to 165 10x10 booths.

Entrances – S100 Level



Note: Please contact your event services manager to identify the entrances your attendees will be using.

Main Entrance – South Building

400 W. Wisconsin Ave
Milwaukee, WI 53203

Public Safety Entrance

750 N. 6th St.

Loading Dock

440 W. Wells St.

Additional Entrance

600 W. Wisconsin Ave.

Meeting Rooms – S100 Level



Total Gross Square Feet:

- 19,820.

Total Meeting Rooms:

- 14.

Floor(s):

- Carpeted.
- Floor load capacity 100 lbs./sq. ft.

Ceiling(s):

- 15' height, acoustical tile.

Lighting (Each division, all adjustable):

- Two levels of LED lighting.
- One zone of track lights.
- One zone of down lights.

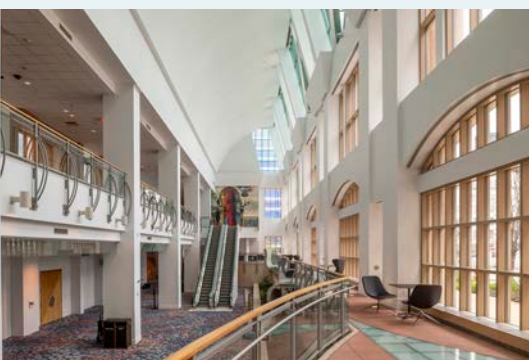
Power (each division):

- 208V/3-phase/30 Amp and 120V/ single-phase/20 Amp capability.
- 60 Amp service available for larger room set.

Additional Features:

- House sound and connections for data lines.

Meeting Room Pre-function – S100 Level



Floor Load Capacity:

- 100 lbs./sq. ft.

Additional Features

- Pre-set furniture with built-in power.
- Variety of power and data distributions throughout.

Grand Ballroom – S100 Level



Floor(s):

- Carpeted.
- Floor load capacity: 100 lbs./sq. ft.

Ballroom Load-in:

- 10' W x 14'H drive-in door.

Ceiling(s):

- Architectural relief.
- 28'-31' height.

Rigging:

- 1500 lbs./rigging point, dead hang.
- 15' x 30' grid.

Lighting (All adjustable):

- Recessed chandeliers.
- Track lights.
- Two styles of down lights.

- Perimeter lighting.
- Integrated lighting platform on the east and north end.

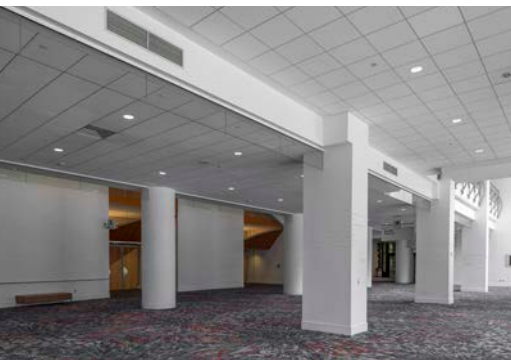
Power

- For corporate theater: (2) 400 Amp/3 Phase.
- For corporate theater: (2) 200 Amp/3 Phase.
- General: 100 Amp, 60 Amp, 30 Amp and 20 Amp (in floor and on perimeter).

Utilities

- Connections for phone and data lines.
- Complete sound and light systems.

Grand Ballroom Pre-function – S100 Level



Floor(s)

- Carpeted.
- Floor load capacity: 100 lbs/sq. ft.

Additional Features

- Pre-set furniture with built-in power.
- Variety of power and data distributions throughout.

Other Features – S100 Level



Passenger Elevator(s):

- 4.

Freight Elevator:

- 1.

Freight Elevator Capacity (ea.):

- 12,000 lbs.

Freight Elevator Dimensions (ea.):

- 10' H x 9' 8" W x 20' 8" D.

Service Elevators:

- 1.

Escalators:

- 3 pair.

Skywalks:

- 0.

Skybridges:

- 0.

Restrooms:

- 6.
 - Women's: 3.
 - Men's: 3.
 - All-gender: 0.

Nursing Mother's Rooms/Mamava Pods:

- 1.

Sensory Rooms:

- 0.

Show Offices:

- 0.

First Aid Rooms:

- 1.

Vending/concessions:

- 1 (Conflux vending lounge), additional portable equipment available.

Other:

- Visitor Experience Desk.
- South Visitor Information Desk.
- Green Room.

North Building – N100 Level (First Floor)

The N100 Level is home to five large, primarily divisible meeting rooms and ample pre-function space. Some notable features include the Collaborative Staircase, MKE Market (automated checkout vending) and The Cove, which includes private meeting pods. From the collaborative staircase, guests can enjoy the sights and sounds of “The Great Five” 2-story water feature.



DIMENSIONS AND CAPACITIES

N100 LEVEL SPECIFICATIONS

ROOMS / BALLROOM	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

Entrances – N100 Level



Note: Please contact your event services manager to identify the entrances your attendees will be using.

Main Entrance – North Building
405 W. Kilbourn Ave.
Milwaukee, WI 53203

Visit Milwaukee Visitor Information Center
821 N. Vel R. Phillips Ave.

Parking Garage Entrances

500 W. Wells St.
433 W. Kilbourn Ave.

Additional Entrances

404 W. Wells St.
500 W. Wells St.
823 N. Vel R. Phillips Ave.

Loading Dock

440 W. Wells St.

Meeting Rooms – N100 Level



Total Gross Square Feet:

- 16,768.

Total Meeting Rooms:

- 12.

Floor(s):

- Carpeted.
- Floor load capacity: 100 lbs./sq. ft.

Ceiling(s):

- 15' 3" height, acoustical tile.

Lighting (2 zones dimmable, all LED):

- 2 in recessed down light.
- 4 ft recessed area light.

Power:

- 208V/3-phase/60 Amp, 208V/3-phase/30 Amp and 120V/single-phase/20 Amp capability.
- Floor and wall boxes.
- Triple rooms all have 200 Amp and 400 Amp from back of house.

Utilities:

- Complete sound and light systems.
- Connections for phone and data lines.

Meeting Room Pre-function Space

- Pre-set furniture with built-in power.
- Variety of power distribution for portable concession units, etc.

Collaborative Staircase

- Built-in power.
- Seating for approx. 200.

Other Features – N100 Level



Grand Staircase:

- Accessible to all North Building floors.

Passenger Elevator(s):

- 2.

Freight Elevator:

- 1.

Freight Elevator Capacity (ea.):

- 12,000 lbs.

Freight Elevator Dimensions (ea.):

- 10' H x 9' 8" W x 20' 8" D.

Service Elevators:

- 1.

Escalators:

- 3.

Skywalks:

- 0.

Skybridges:

- 0.

Restrooms:

- 6.
 - Women's: 2.
 - Men's: 2.
 - All-gender: 1.
 - Family: 1.

Nursing Mother's Rooms/Mamava

Pods:

- 1.

Sensory Rooms:

- 0.

Show Offices:

- 1.

First Aid Rooms:

- 1.

Vending/Concessions:

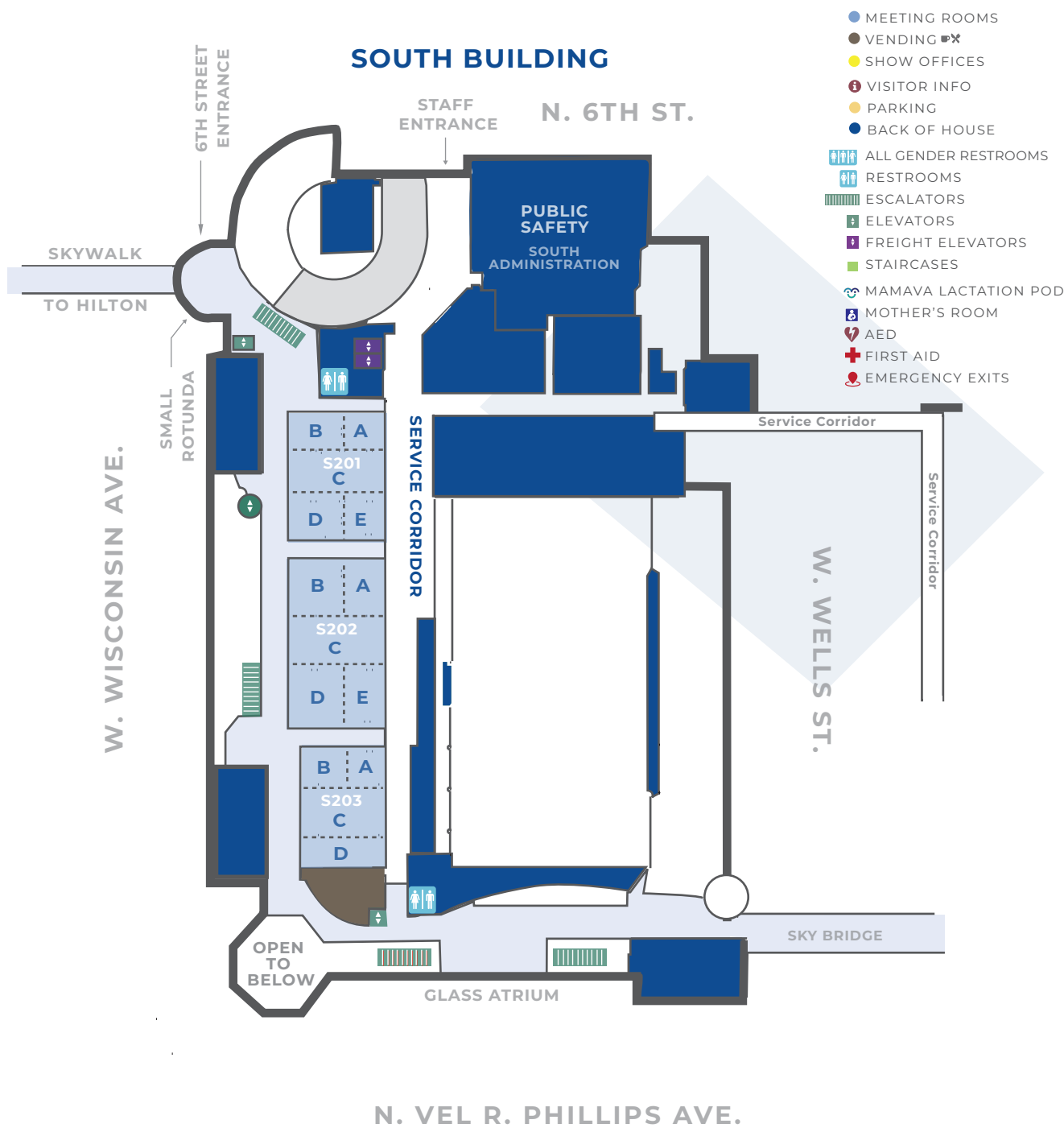
- 1 (MKE Market vending), additional portable equipment available.

Other:

- Visitor Center.
- The Cove (Private meeting pods).
- "The Great Five" 2-story water feature.
- Collaborative Staircase.
 - Built-in power.
 - Seating for approx. 200.

South Building – S200 Level (Second Floor)

There are three large, divisible meeting rooms on the South Building's S200 Level. The floor features a vending lounge, Conflux 2, a back-of-house service corridor to allow event staff to travel between the North and South buildings, as well as a public skybridge between the buildings. For added convenience, there is also a skywalk to the Hilton Milwaukee City Center hotel—and a skywalk to the Hyatt Regency Milwaukee via Baird Center's North Building.



DIMENSIONS AND CAPACITIES

S200 LEVEL SPECIFICATIONS

ROOMS / BALLROOM	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

Meeting Rooms – S200 Level

**Total Gross Square Feet:**

- 19,820.

Total Meeting Rooms:

- 14.

Floor(s):

- Carpeted.
- Floor load capacity: 100 lbs./sq. ft.

Ceiling(s):

- 15' 3" height, acoustical tile.

Lighting (each division, all adjustable):

- Two levels of LED lighting.
- One zone of track lights.
- One zone of down lights.
- One zone of perimeter lights.

Power (each division):

- 208V/3-phase/30 Amp and 120V/single-phase/20 Amp capability.
- 60 Amp service available for larger room sets.

Utilities

- Connections for phone and data lines.
- Complete sound and light systems.

Meeting Room Pre-function – S200 Level

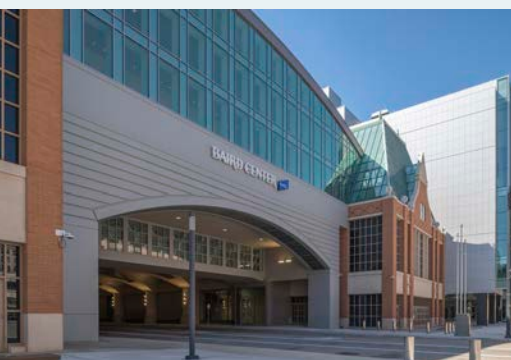
**Floor(s):**

- Carpeted
- Floor load capacity: 100 lbs/sq. ft.

Additional Features

- Pre-set furniture with built-in power.
- Variety of power distributions throughout.

Skybridge



The S200 escalator bank nearest Vel R. Phillips Avenue houses a front-of-house skybridge between the North and South Buildings.

Other Features – S200 Level



Passenger Elevator(s):

- 4.

Freight Elevator(s):

- 2.

Freight Elevator Capacity (ea.):

- 12,000 lbs.

Freight Elevator Dimensions (ea.):

- 10' H x 9' 8" W x 20' 8" D.

Escalators:

- 3 pair.

Skywalks:

- 2 (Hilton Milwaukee City Center and Hyatt Regency Milwaukee).

Skybridges:

- 1 (Connects to N204 pre-function space).

Restrooms:

- 2.
 - Women's: 2.
 - Men's: 2.
 - All-gender: 0.

Nursing Mother's Rooms/Mamava Pods:

- 0.

Sensory Rooms:

- 0.

Show Offices:

- 0.

First Aid Rooms:

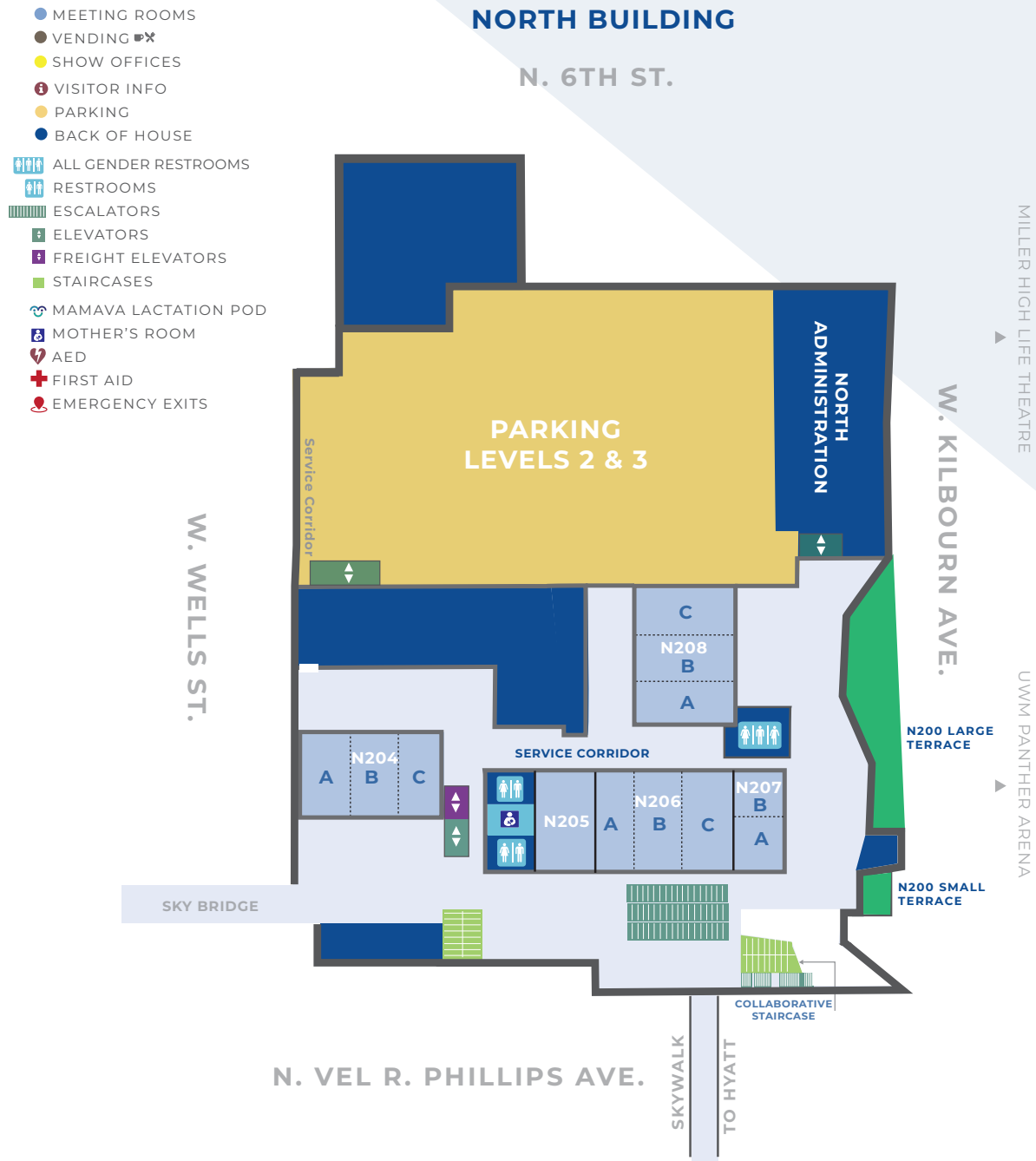
- 0.

Vending/concessions:

- 1 (Conflux 2 vending lounge), additional portable vending equipment available.

North Building – N200 Level (Second Floor)

The N200 Level provides a bird's eye view of “The Great Five” 2-story water feature and upper level of the collaborative staircase. This floor also features the N200 Level meeting rooms, two adjacent terraces and flexible pre-function space.



DIMENSIONS AND CAPACITIES

N200 LEVEL SPECIFICATIONS

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

• The N200 large terrace is 2,500 square feet.

• The N200 small terrace is 300 square feet.

Meeting Rooms – N200 Level

**Total Gross Square Feet:**

- 17,014.

Total Meeting Rooms:

- 12.

Floor(s):

- Carpeted.
- Floor load capacity: 100 lbs/sq. ft.

Ceiling(s):

- 14' -14' 9", acoustical tile.

Lighting (2 zones dimmable, all LED):

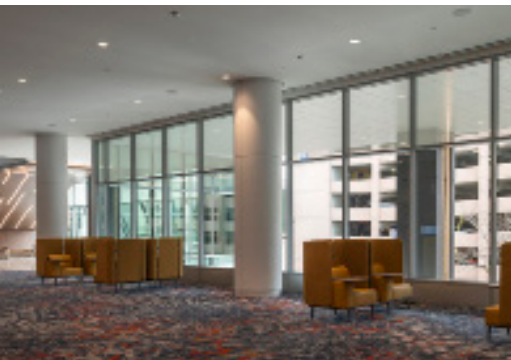
- 2 in recessed down light.
- 4 ft recessed area light.

Power:

- 208V/3-phase/60 Amp, 208V/3-phase/30 Amp and 120V/single-phase/20 Amp capability.
- Floor and wall boxes.
- Triple rooms all have 200 Amp and 400 Amp from back of house.

Utilities:

- Complete sound and light systems.
- Connections for phone and data lines.

**Meeting Room Pre-function Space:**

- Pre-set furniture with built-in power.
- Variety of power distribution for portable concession units, etc.
- Limited access to parking garage.

N200 Terraces

- Large terrace: 2,500 sq. ft.
- Small terrace: 2,200 sq. ft.
- Pre-set outdoor furniture.
- Built-in house sound.

Other Features – N200 Level



Grand Staircase:

- Accessible to all North Building floors.

Passenger Elevator(S):

- 2.

Freight Elevator:

- 1.

Freight Elevator Capacity (ea.):

- 12,000 lbs.

Freight Elevator Dimensions (ea.):

- 10' H x 9' 8" W x 20' 8" D.

Service Elevators:

- 1.

Escalators:

- 3.

Skywalks:

- 2 (Hyatt Regency Milwaukee and Hilton Milwaukee City Center).

Skybridges:

- 1 (Connects to the S200 escalator bank nearest Vel R Phillips Avenue).

Restrooms:

- 6.
 - Women's: 2.
 - Men's: 2.
 - All-gender: 1.
 - Family: 1.

Nursing Mother's Rooms/Mamava Pods:

- 1.

Sensory Rooms:

- 1.

Show Offices:

- 1.

First Aid Rooms:

- 0.

Vending/Concessions:

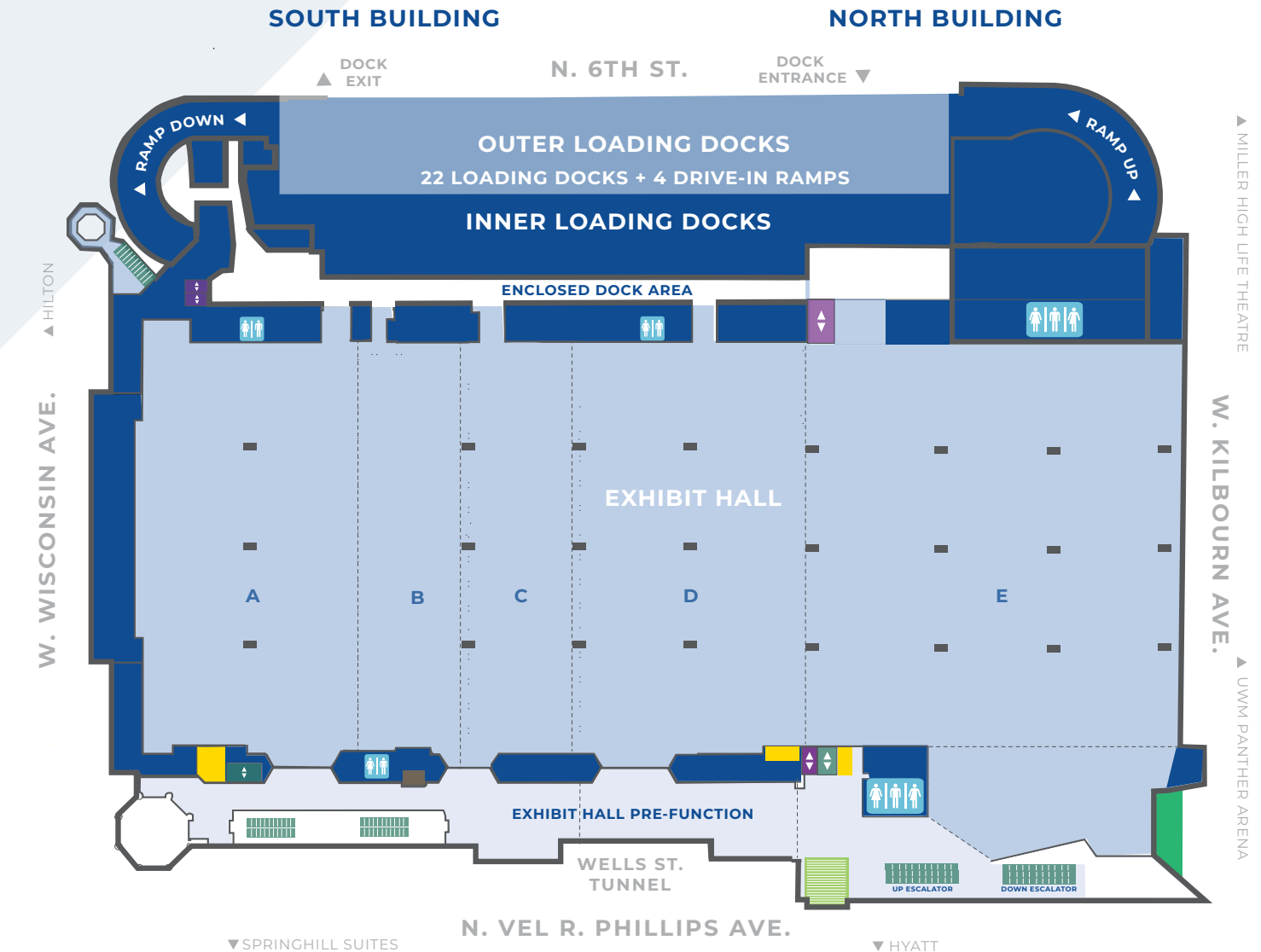
- 0 (Portable equipment available).

Other:

- "The Great Five" 2-story water feature.

Exhibit Level (Third Floor)

Baird Center's Exhibit Level houses over 300,000 contiguous square feet of exhibit space and connected pre-function areas. The Exhibit Level serves as the primary connection between the North and South Buildings – between Hall D and Hall E. 22 loading docks and drive-in ramps on the 6th Street (west) side provide direct access to the exhibit hall floor. The Exhibit Level also features floor-to-ceiling windows overlooking Kilbourn Avenue from Exhibit Hall E.



- MEETING ROOMS
- VENDING
- SHOW OFFICES
- 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

EXHIBIT LEVEL SPECIFICATIONS

ROOMS / BALLROOM	GROSS SQ. FT.	DIMENSIONS	BANQUET (RD. 72"/10)	CLASSROOM	THEATER	RECEPTION
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.)

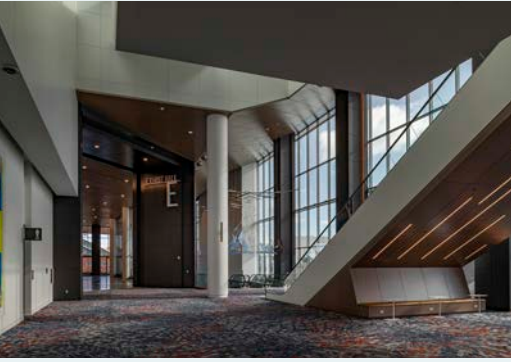
Loading Dock Drive-In Doors: 20' W x 16' H

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.

Exhibit Hall – Exhibit Level



Note: The exhibit hall has five divisions but only three movable divider walls (airwalls), limiting the number of concurrent events to four. Contact your event services manager for details.

Total Gross Square Feet:

- 300,275.

Columns:

- 90' x 90' spacing; wider span between Hall A and Hall B.

Floor(s):

- Treatment hardened concrete.

Floor Load Capacity:

- 350 lbs./sq. ft.

Ceiling(s):

- 30' height, clear span.
- Lighting: 80 footcandles at 3 ft. AFF, individually addressable and dimmable.

Rigging:

- Extremely flexible rigging capabilities. (See your event services manager for details.)

Power:

- 208V/3-phase/60 Amp, 208V/3-phase/30 Amp and 120V/single-phase/20 Amp capability.
- Additional overhead power is available.

Utilities:

- Power, data connections and drains on a 30' x 30' floor grid.
- Air and water on a 60' x 60' floor grid.
- Gas is located at the columns, at 90' x 90' intervals.
- Hall E features floor-to-ceiling windows, with blackout shades.

Hall E Terrace:

- House sound.
- Minimal power.

Load-in/Out – Exhibit Level



Total Docks:

- 22.

Drive-in Ramps:

- 3 (Doors 20' W x 16' H).

Semi Back-up Docks:

- 22 (Doors: 8' 6" W x 9' 4" H).

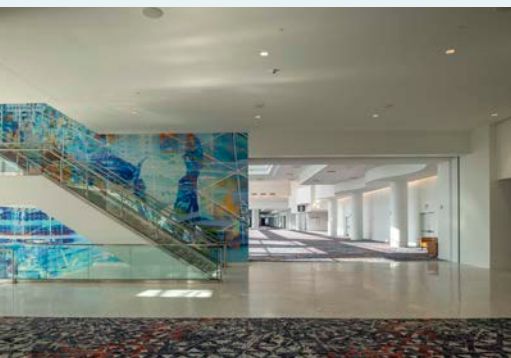
Back-up Docks with Levelers:

- 4.

Back-up Docks with Dock Plates:

- 18.

Pre-function – Exhibit Level



Floors:

- Carpeted and terrazzo.
- Floor load capacity: 350 lbs/sq. ft.

Utilities:

- Connections for power, data and phones.

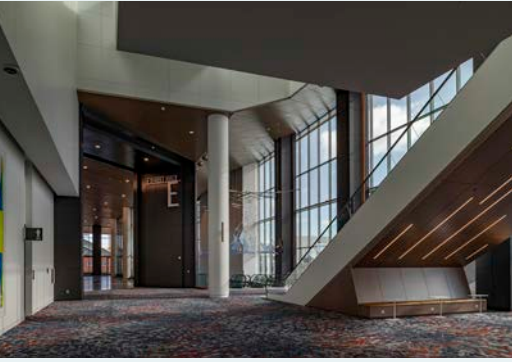
Additional Features:

- Pre-set furniture with built-in power.
- Variety of power distribution for portable concession units, etc.

Retractable Walls:

- Between Halls C and D.
- Between Halls D and E.

Other Features – Exhibit Level

**Elevator(s):**

- 2.

Freight Elevator(s):

- 2.

Freight Elevator Capacity (ea.):

- 12,000 lbs.

Freight Elevator Dimensions (ea.):

- 10' H x 9' 8" W x 20' 8" D.

Escalator(s):

- 4.

Skywalks:

- 0.

Skybridges:

- 0.

Restrooms:

- 11 .
 - Women's: 4 .
 - Men's: 4 .
 - All-gender: 2 .
 - Family: 1.

Nursing Mother's Rooms/Mamava**Pods:**

- 0.

Sensory Rooms:

- 0.

Show Offices:

- 3 (Hall A, D and E on mezzanine level).

First Aid Rooms:

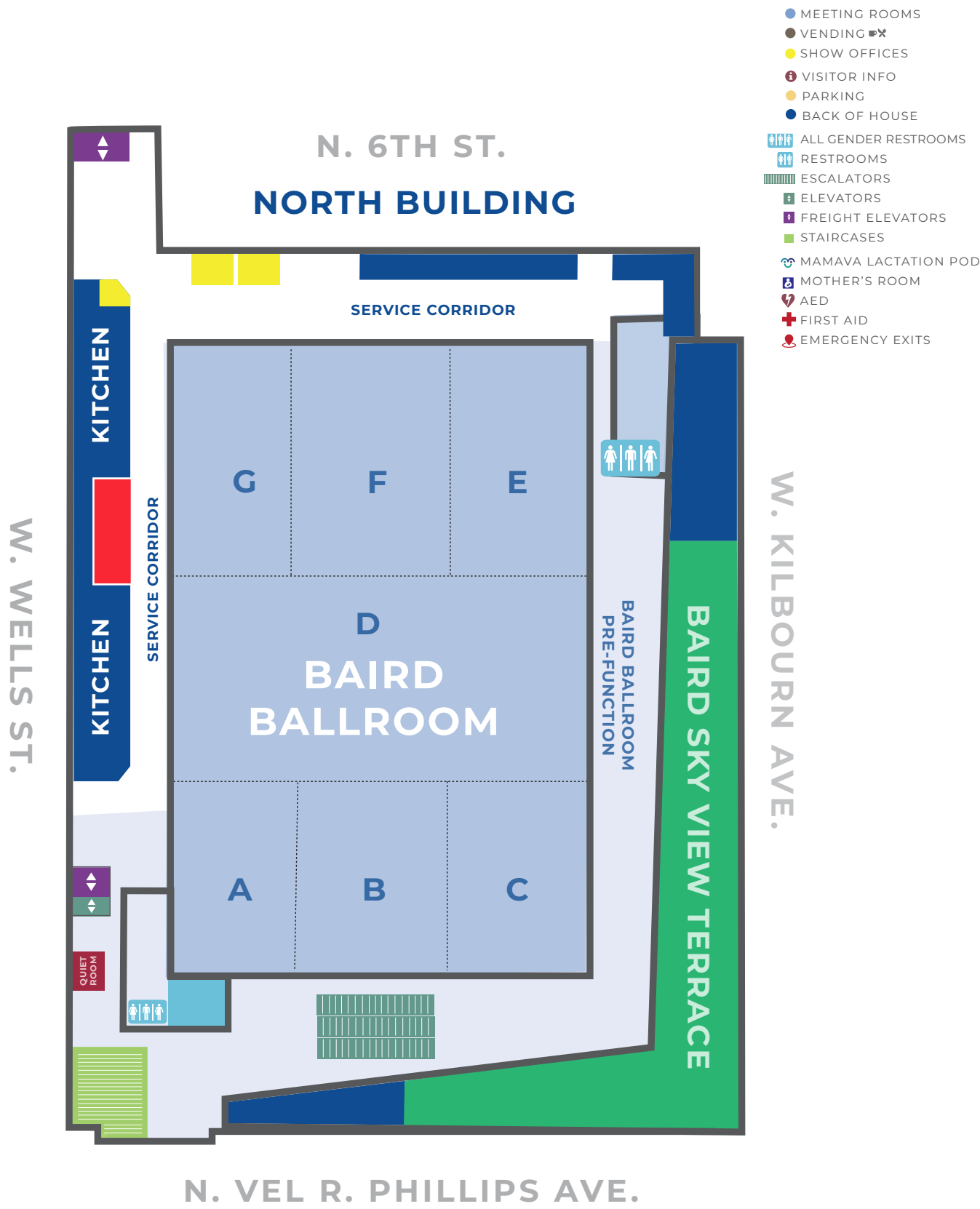
- 0.

Vending/concessions:

- 3 built-in concession stands.
- Smart Market vending (Portable units also available.)

Baird Ballroom Level (Fourth Floor)

The Baird Ballroom Level of the North Building offers panoramic views of downtown Milwaukee from the magnificent Baird Ballroom, adjacent Baird Sky View Terrace and sunlit pre-function spaces. The fourth floor also houses a nursing mother's room and sensory room for guests to use at their convenience.



DIMENSIONS AND CAPACITIES

BAIRD BALLROOM LEVEL SPECIFICATIONS

ROOMS / BALLROOM	GROSS SQ. FT.	DIMENSIONS	BANQUET (RD. 72"/10)	CLASSROOM	THEATER	RECEPTION
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 Ballroom can hold up to 158 10 x 10 booths.
- Baird Ballroom Pre-function is 18,000 sq. ft.

Baird Ballroom – Baird Ballroom Level



Floor(s):

- Carpeted.
- Floor load capacity: 150 lbs/sq. ft.

Ballroom Load-in:

- 8' W x 15' H drive-in door.

Ceiling(s):

- 30' 9"– 34' 1", acoustical baffle.

Rigging:

- 2,250 lbs/point, dead hang
- 15' x 15' grid.

Lighting (All dimmable, LED lighting):

- Various LED lights and can lights.
- All RGB dimmable and programmable DMX controls.

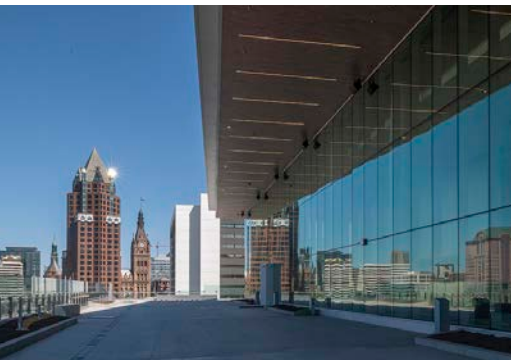
Power:

- 208V/3-phase/60 Amp, 208V/3-phase/30 Amp and 120V/single-phase/20 Amp capability.
- 2 show feeds, each with 100 Amp, 200 Amp and 400 Amp distribution.
- Floor pockets with power and data, on 30' x 30' grid.

Utilities:

- Blackout shades above entry doors.

Baird Sky View Terrace – Baird Ballroom Level



Terrace Load-in:

- 12' W x 12' H drive-in door.

Floor

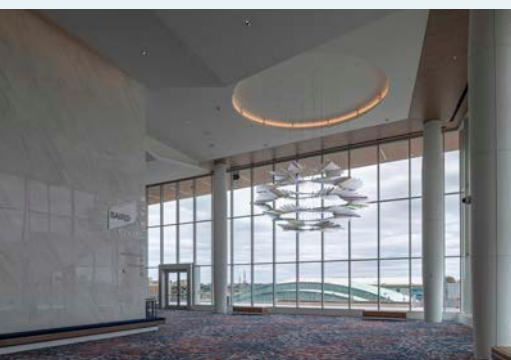
- Concrete.
- Load capacity: 100 lbs./sq. ft.

Additional Features:

- Built-in snow melt system.
- Tent anchor points for a clear span tent.

- 6 ft. tall glass surrounding all sides for unobstructed view.
- House audio.
- Pre-set furniture.
- Built-in power hubs for distribution throughout.
- Built-in food and beverage service area.

Baird Ballroom Pre-function



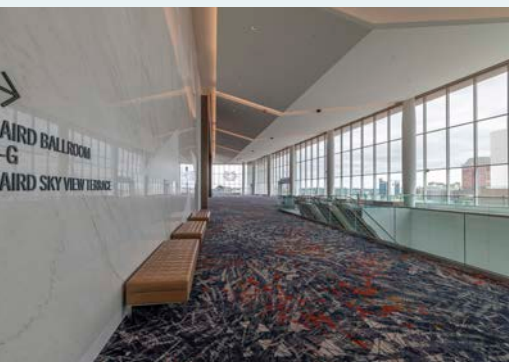
Floor(s)

- Carpeted.
- Floor load capacity: 150 lbs./sq. ft.

Additional Features

- Pre-set furniture with built-in power.
- Variety of power distribution for portable concession units, etc.

Other Features – Baird Ballroom Level



Grand Staircase:

- Accessible to all North Building floors.

Passenger Elevator(s):

- 2.

Freight Elevator(s):

- 2.

Freight Elevator Capacity (ea.):

- 12,000 lbs.

Freight Elevator Dimensions (ea.):

- 10' H x 9' 8" W x 20' 8" D.

Service Elevators:

- 2.

Escalators:

- 3.

Skywalks:

- 0.

Skybridges:

- 0.

Restrooms:

- 6.
 - Women's: 2.
 - Men's: 2.
 - All-gender: 1.
 - Family: 1.

Nursing Mother's Rooms/Mamava Pods:

- 1.

Sensory Rooms:

- 1.

Show Offices:

- 1.

First Aid Rooms:

- 0.

Vending/Concessions

- 0 (Portable vending equipment available).

Other:

- Tasting Kitchen.
- 2 green rooms.



Complimentary Wi-Fi

Complimentary Wi-Fi is available throughout the Baird Center, rate limited to 2 Mbps. Additional self-service Wi-Fi speed upgrades are available for purchase via your wireless device. For event-wide Wi-Fi that is not rate limited, Wi-Fi buyouts are available that include custom network name and password, optional splash page, and after-event analytics. Contact your event services manager for more information about IT services and Wi-Fi.

Internet Access

Baird Center is served by dual, load-balanced 10 Gbps Internet connections provided via diverse paths.

Data Networking

Baird Center's data network infrastructure consists of 200 Gbps core fiber backbones and 20 Gbps edge fiber backhauls with fiber and copper connectivity available throughout the facility.

Telecommunications

Baird Center can provide voice-over-IP phone lines and phone sets with assignable direct-inward dial phone numbers.

IT Specialty Services

Custom wired and wireless network engineering, cell phone charging stands, network switch rental and in-depth wireless analytics are available upon request. Please contact your event services manager to learn more.

Two-way Radios Rental

An internal two-way radio communications system spanning the entire Wisconsin Center District campus is available for event use. With two weeks advance notice, two-way radios can be rented for show management and key individuals involved with the operation of an event.



Interior and Exterior Promotional Signage

Baird Center offers a limited selection of promotional signage for events, subject to availability. Additional promotional signage is sold through our in-house, Visual Impact program. Please contact sponsorships@wcd.org to learn more.

Audio Visual

Audio visual services in Baird Center are provided by CTI, our preferred in-house audio visual (AV) vendor. CTI is uniquely able to provide, operate and

support the most advanced sound, light and video equipment on the market. This includes videography, video support and editing for entertainment productions. CTI maintains operations on site and can draw from a full-time and part-time staff of experts. To inquire about AV services, contact your event services manager.

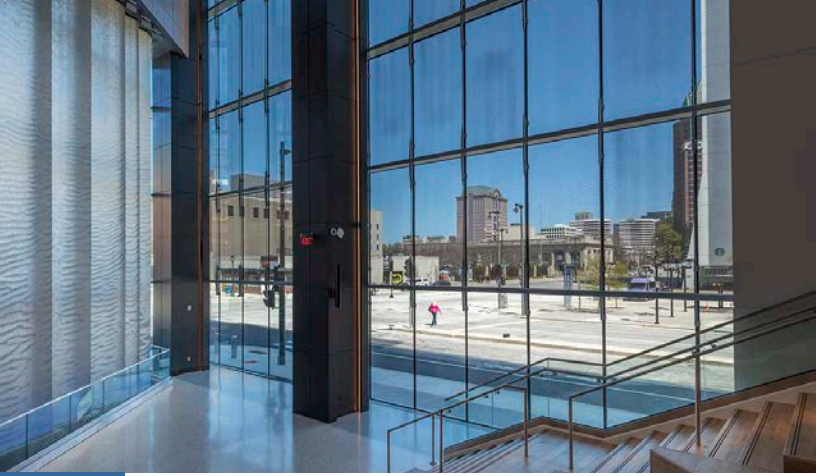
Food and Beverage

Levy Restaurants is Baird Center's exclusive in-house food and beverage provider and will work with you to create your menus. Food and beverages may not be brought onto the premises to be sold, used or given away (samples) without Levy's written consent. To inquire about food and beverage service, contact your event services manager.

Marketing, Public Relations and Advertising Services

WCD marketing and communications team will list your event on bairdcenter.com, including dates, times and ticket availability if applicable. The team is also available to help consult on other marketing and communications efforts including social media plans, public and media relations and other outreach. Contact your event services manager for details.

Where's the Nearest...



Nearest airport:

- General Mitchell International Airport: 10 miles away, about 15 minutes.
- Website: mitchellairport.com

Other transportation:

- Amtrak: 5 blocks away, 10 minutes.
- Greyhound, Badger and other bus services: 5 blocks away, 10 minutes.
- Seasonal high-speed ferry to Muskegon, MI.: 3 miles away, about 10 minutes.

Nearest hotels:

- Hilton Milwaukee City Center: Connected via skywalk.
- Hyatt Regency Milwaukee: Connected via skywalk.
- Springhill Suites Milwaukee Downtown.
- DoubleTree by Hilton Hotel Milwaukee Downtown.
- More hotel info at visitmilwaukee.org.

Distance from hotels to venue:

- Hyatt is across corner on Kilbourn. Hilton 3 blocks away on Wisconsin Avenue; Several others within 2 to 4 blocks.

Parking:

- Baird Center Parking Garage (400 spots).
- See <https://bairdcenter.com/attendees/parking> for more.
- Please contact your event services manager regarding truck marshaling and parking for tour buses.

For general visitor information on dining, hotels and attractions see visitmilwaukee.org. For assistance in arranging lodging, transportation and other services for your meeting or convention, contact Visit Milwaukee's Event Experience Team via visitmilwaukee.org/meetings-and-conventions/event-resources/event-experience-team.



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Owners and operators of the Miller High Life Theatre, Baird Center and UW-Milwaukee Panther Arena.
400 West Wisconsin Ave, Milwaukee, Wisconsin 53203 | 414-908-6000 | www.wcd.org