



TECHNICAL MANUAL



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Introduction | UW-Milwaukee Panther Arena



UW-Milwaukee Panther Arena is Milwaukee's original sports and entertainment arena. Owned and operated by the Wisconsin Center District, the Arena is home to University of Wisconsin-Milwaukee men's basketball, Milwaukee Wave professional indoor soccer, and Milwaukee Admirals professional ice hockey. UWM Panther Arena has a maximum capacity of 12,148 with guest-friendly amenities such as modern seats, mouthwatering food and beverages, a state-of-the-art media and production room and free Wi-Fi.

Best known for hosting sporting events, concerts and other live entertainment, its notable place in

Milwaukee's past and flexible layouts make it a great location for your next event. Whether you need a unique location for a meeting, convention or graduation, UWM Panther Arena has what you need to create a memorable gathering.

Key Contacts

UW-Milwaukee Panther Arena

400 W. Kilbourn Ave.
Milwaukee, WI 53203
414-908-6000

uwmilwaukeepantherarena.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

marcomm@wcd.org

Sponsorship and Advertising

sponsorship@wcd.org

Levy Restaurants

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

Video Production

Contact your event services manager with questions about video and event production needs.

Visit Milwaukee

Milwaukee Convention and Visitors Bureau
visitmilwaukee.org

General Specifications



Permanent seating for 8,867.



Multiple floor configurations available including ice, basketball courts and indoor soccer turf. The arena easily flexes from half-house to full-house sets.



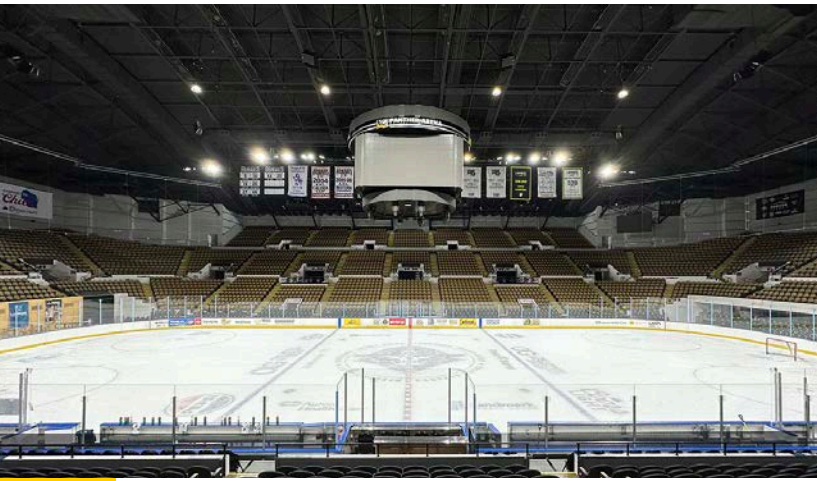
Features locker rooms and media/catering room.



Wide variety of concession stands located along main concourses and South Bar for food and beverage service on the lower concourse.



Large 360° center-hung LED scoreboard, house sound and lighting designed for a range of sporting events.



Capacities by Layout

- Maximum with GA floor: 12,148.
- End stage concert (360° sight lines): 10,705.
- End stage concert (270° sight lines): 9,003.
- End stage concert (220° sight lines): 8,524.
- End stage concert (180° sightlines): 7,631.
- End stage concert (120° sight lines): 7,128.
- Half-house: 5,129.
- Basketball: 9,497.
- Soccer: 9,403.
- Hockey: 9,536.
- Open floor (permanent seating only): 8,867.

*Capacities are subject to change due to event set-up. See your event services manager for more information.

BASIC DIMENTIONS AND CAPACITIES UW-M PANTHER ARENA

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						

Dressing Rooms

- Home team locker room: 1.
- Star dressing rooms with private baths (1 with shower): 2.
- Team locker rooms with bathrooms and club showers: 2.
- Chorus dressing rooms with bathrooms and club showers: 2.
- Visiting team locker room: 1.
- Referee room: 1.

Media/Catering Room

- Dimensions: 120' x 24'.
- Ceiling height: 8' (suspended ceiling).
- Features/amenities:
- Lighted briefing area.
 - House sound.
 - Permanent TV monitors.
 - Permanent kitchenette with commissary access.
 - AC, phone and data jacks.

Other

- Concession stands: 16 built-in (specialty and portable concessions available).
- Show management office w/ phone: Yes.
- Water and drains for lasers: Yes.
- Basketball goals: Spalding N401-050 Renegade.
- Elevators: 1 passenger to main, lobby and floor levels.
- On-site truck/bus parking: Yes (limited). *See your event services manager for availability.
- Fiber connections via LTN Global.

Restrooms

- Men's: 6.
- Women's: 6.
- Family: 1.
- Adult changing table available.



Rigging

- 24' x 24' main steel bays: 8,000 lbs./point main steel.
- 12' x 12' secondary grid: 4,000 lbs./point secondary.
- Ceiling load capacity: 450,000 lbs. total.*
- Height: 95' ceiling

*Restrictions apply. Contact your event services manager for details.

Electrical Power

Show power

- 600 Amp, 120/208V, 3 phase at north end: 4.
- 600 Amp, 120/208V, 3 phase at south end: 2.
- Exhibitor or ancillary power: 120/208V AC.*
- Shore power available: Yes.

*Available at main floor side wall locations.

House Sound

- Total output: 151,200 Watts.
- Amplifiers: 6 LA7.16, LA12X.
- Speakers: 48 L'acoustics A15 Focus, 14A15 1 16KS21 Subwoofers..
- Configuration: Zoned multi-cluster.

Lighting

- MUSCO LED sport lightS .72.
 - 1:1.2 uniformity ratio.
 - Near-instant "lights on" or blackout with color end effects.
- High End SolaHybeam 2000: 8.
- 1600W Supertrouper follow spots: 6.
- 2000W Supertrouper follow spots: 4.
- CREE LED HXB fixtures: 8.

Scoreboard

- Manufacturer: Daktronics.
 - Seamless four-sided LED display with curved corners.
 - Infinitely variable scoring configurations.
- Installed: September 2014.

Floors and Surfaces

- Main floor: Concrete.
- Floor load capacity: 450 lbs./sq. ft.
- Concourse floor: Terrazzo and polished concrete.
- Soccer turf: Pro indoor dimensions and markings.
- Basketball floor: NCAA dimensions and markings.

Ice

- Permanent in-house ice-making ability: Yes.
- Ice rink maximum dimensions: 200' x 85'.
- Ice maintenance equipment: 2 Zambonis on site.

Portable Stage

- Stage Right® rolling stage: Built to suit.

- High trim (bottom edge to floor at maximum elevation): 68'.
- Corner boards
- 9' x 16', 10mm line spacing: 2 (northwest and southeast).
- Displays: LED.
- Seamless video display: 10' H x 86' W, 6mm line spacing.
- Upper ring: 2' H x 88' W circumference, 10mm line spacing.
- Lower ring: 2' H x 66' W circumference, 10mm line spacing.

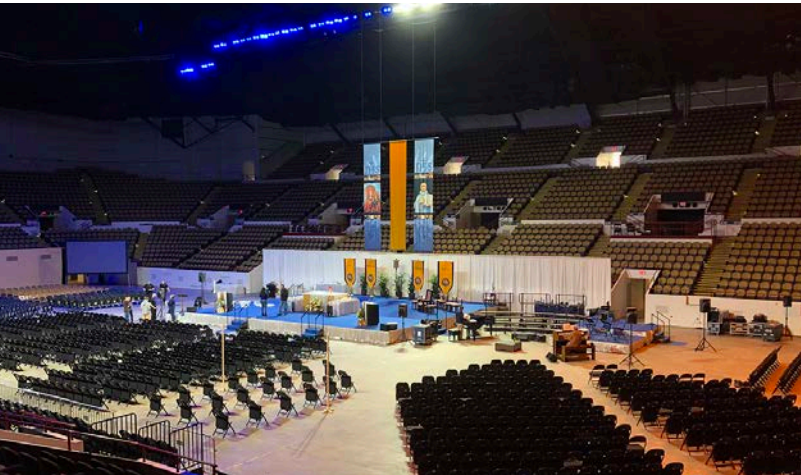
Video Specifications

- VOM signs: 14 (2' H x 10' L).
- Video production format: 720p.
- Video support: Full production crew.
- Video monitors:
 - 42" monitors in concourses: 31.
 - 55" monitors in concourses: 8.

Load-in/out

- Loading docks: 2 (9' 7 3/8" W).
- Drive-on floor access: Yes.*

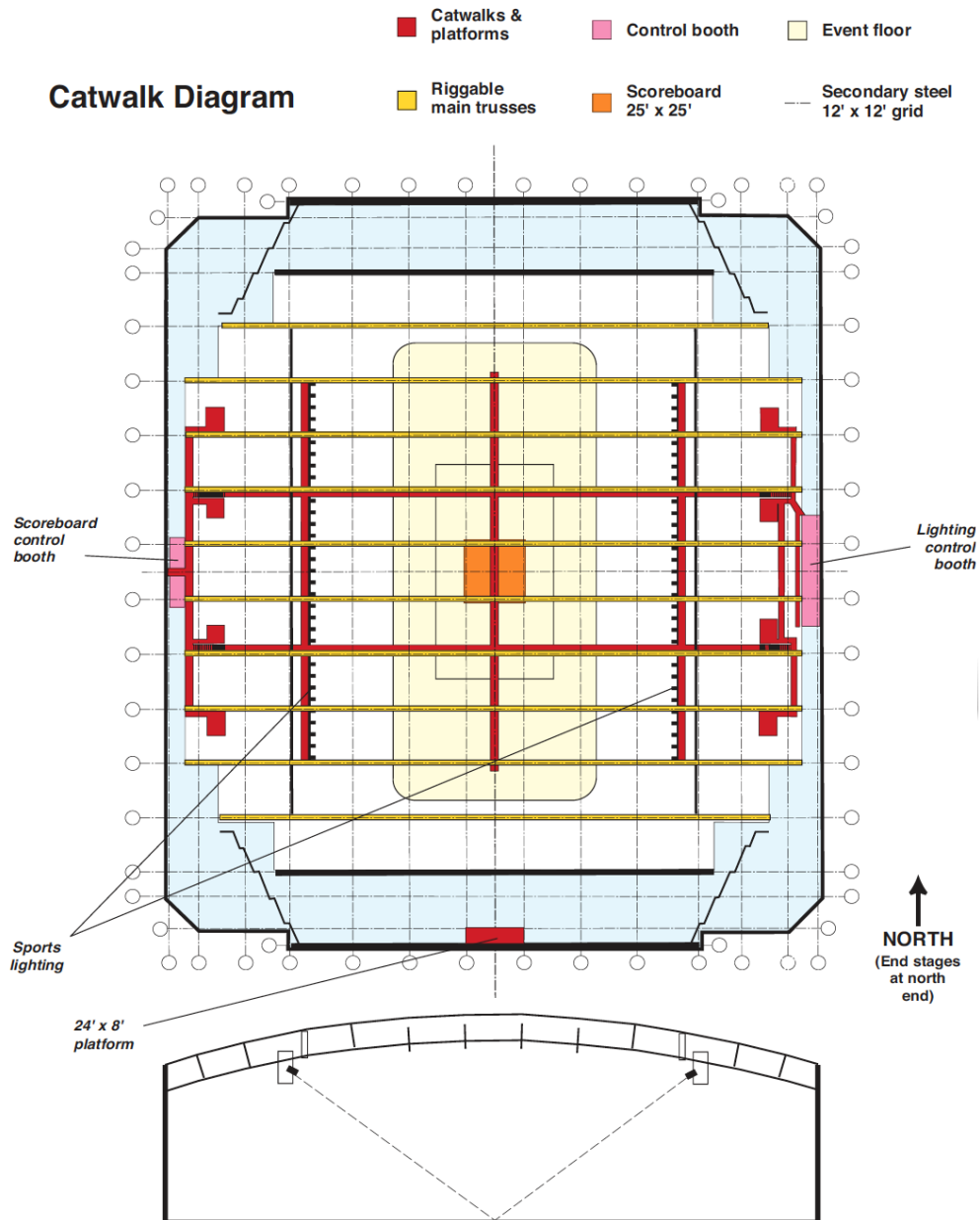
*Restrictions apply. Contact your event services manager for details.



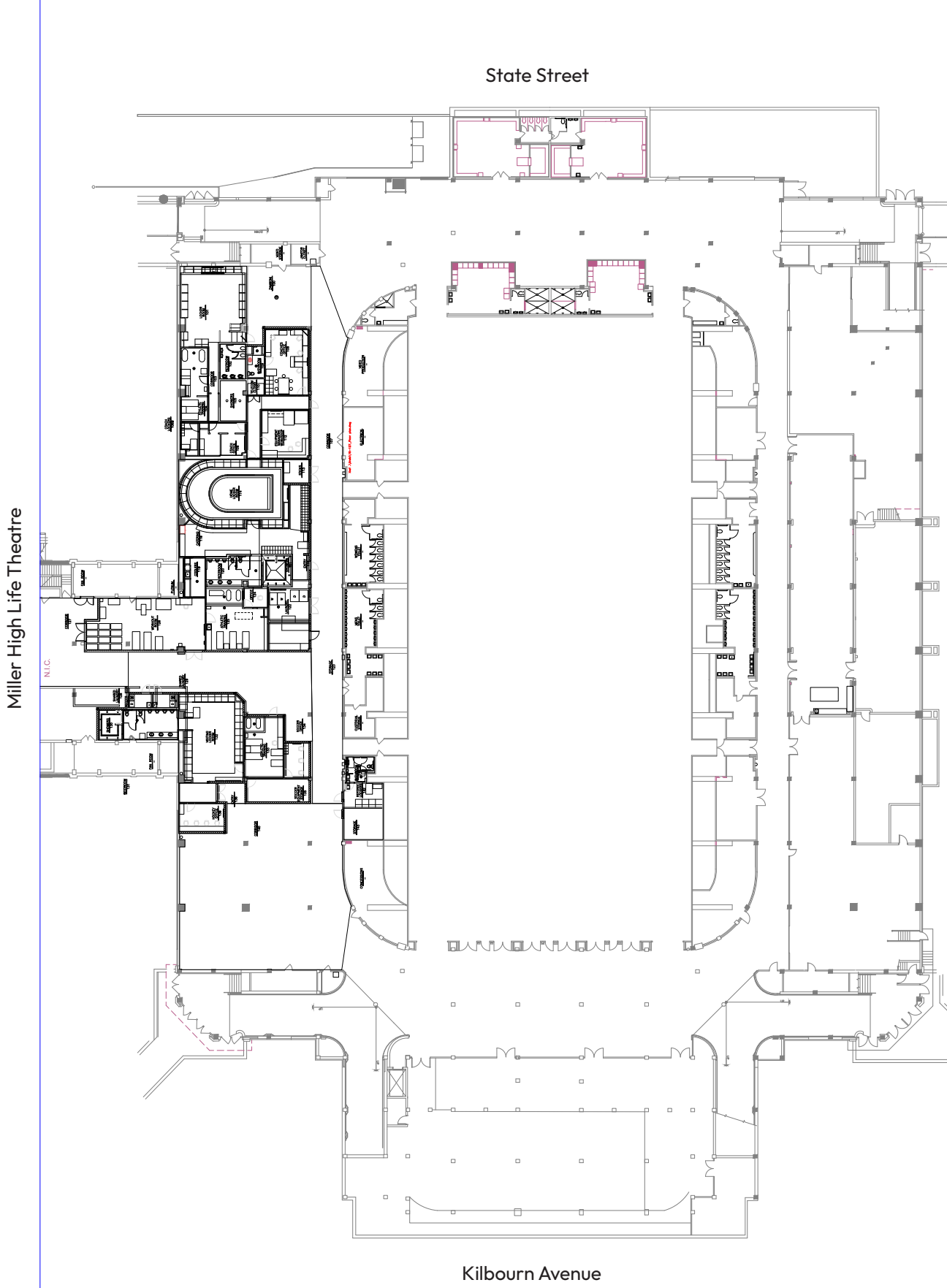
DRIVE-IN DOOR LOCATION	DOOR WIDTH	DOOR HEIGHT
Pass Gate overhead	10' 2"	12' 1"
Northwest arena floor entry from back-of-house	11' 5"	11' 2"
Northeast arena floor entry from back-of-house	11' 5"	11' 1"

Catwalk

Catwalk Diagram



Lower Level Concourse

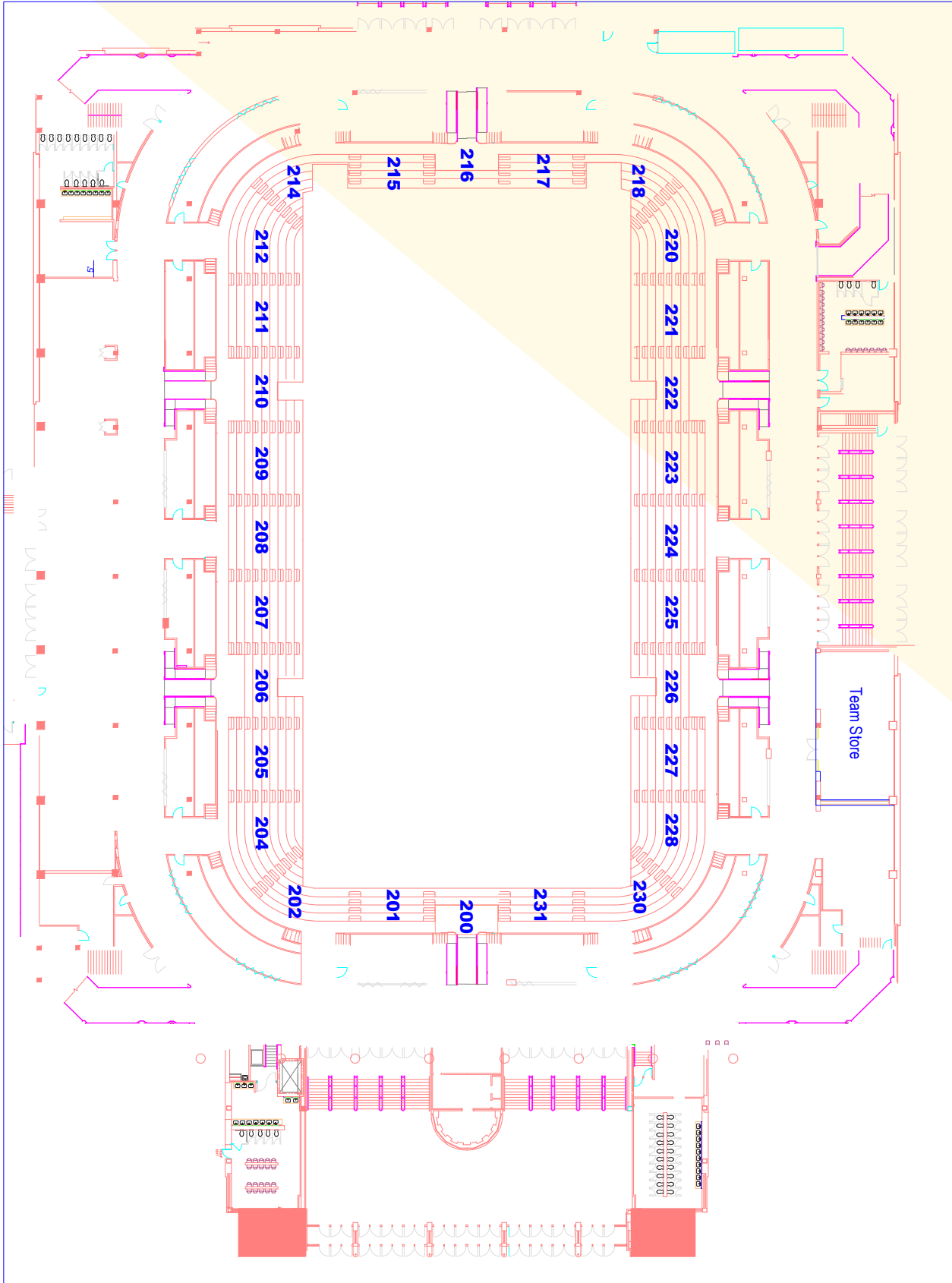


Main Level

State Street

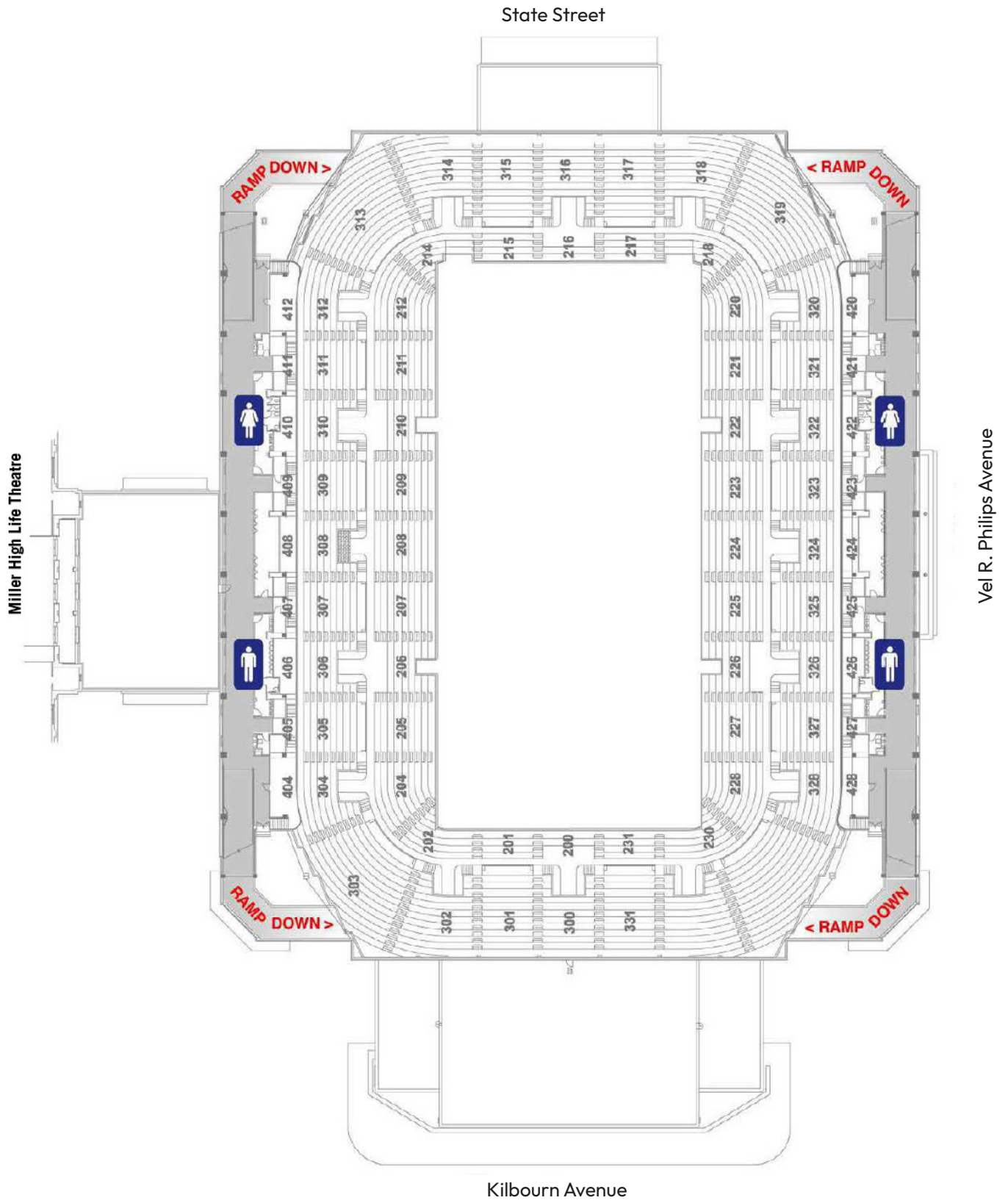
Miller High Life Theatre

Vel R. Philips Avenue

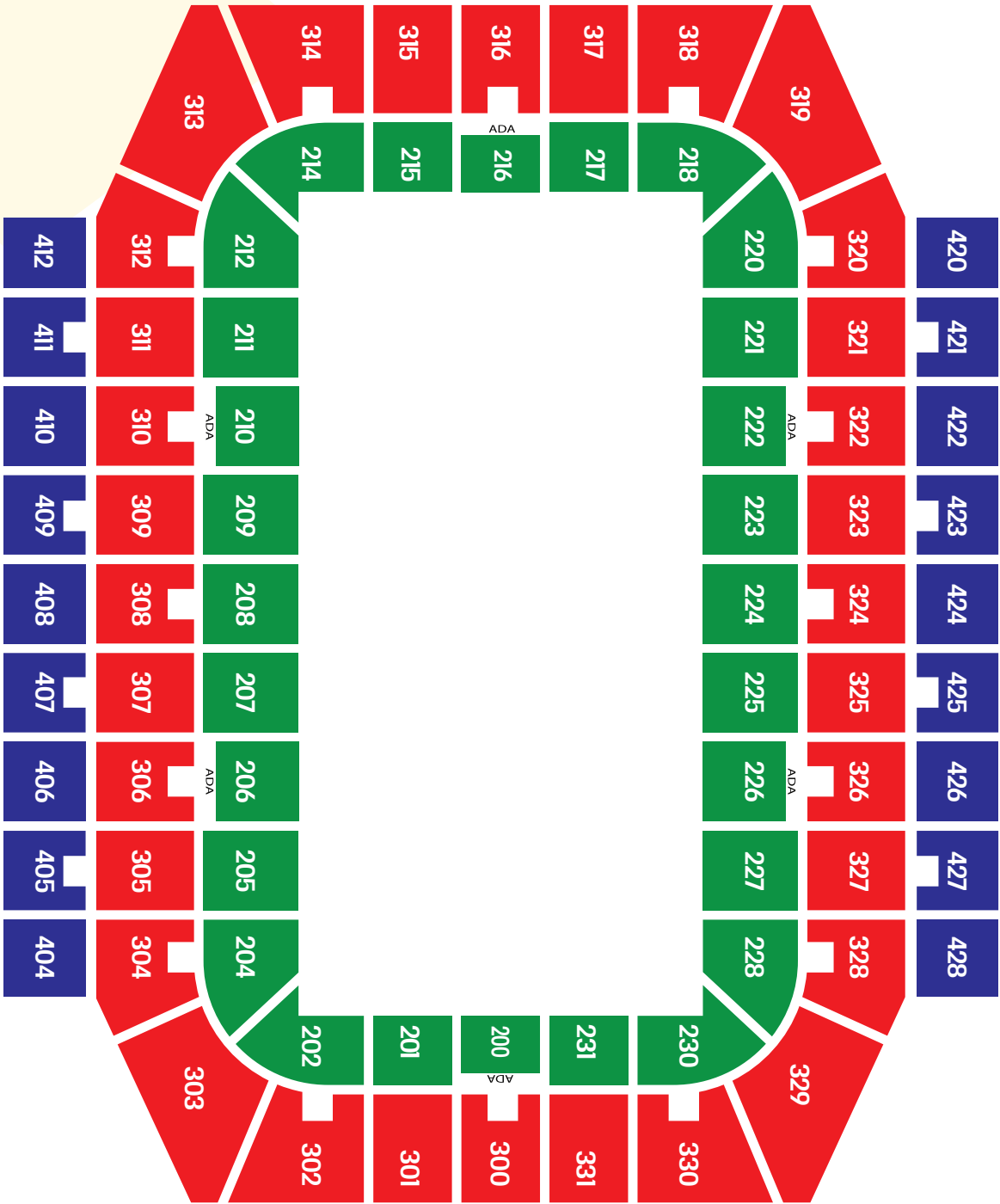


Kilbourn Avenue

Upper Level



UWM Panther Arena Open Floor Permanent Seats Only Capacity: 8,867



Main Entrance
(KILBOURN AVENUE)

UWM Panther Arena End Stage Concert 360° Capacity: 10,620



Main Entrance
(KILBOURN AVENUE)

UWM Panther Arena End Stage Concert 270° Capacity: 9,012



Main Entrance
(KILBOURN AVENUE)

UWM Panther Arena End Stage Concert 180° Capacity: 7,052



Main Entrance
(KILBOURN AVENUE)

UWM Panther Arena End Stage Concert 120° Capacity: 4,556



Main Entrance
(KILBOURN AVENUE)

UWM Panther Arena Half House Concert Capacity: 5,405



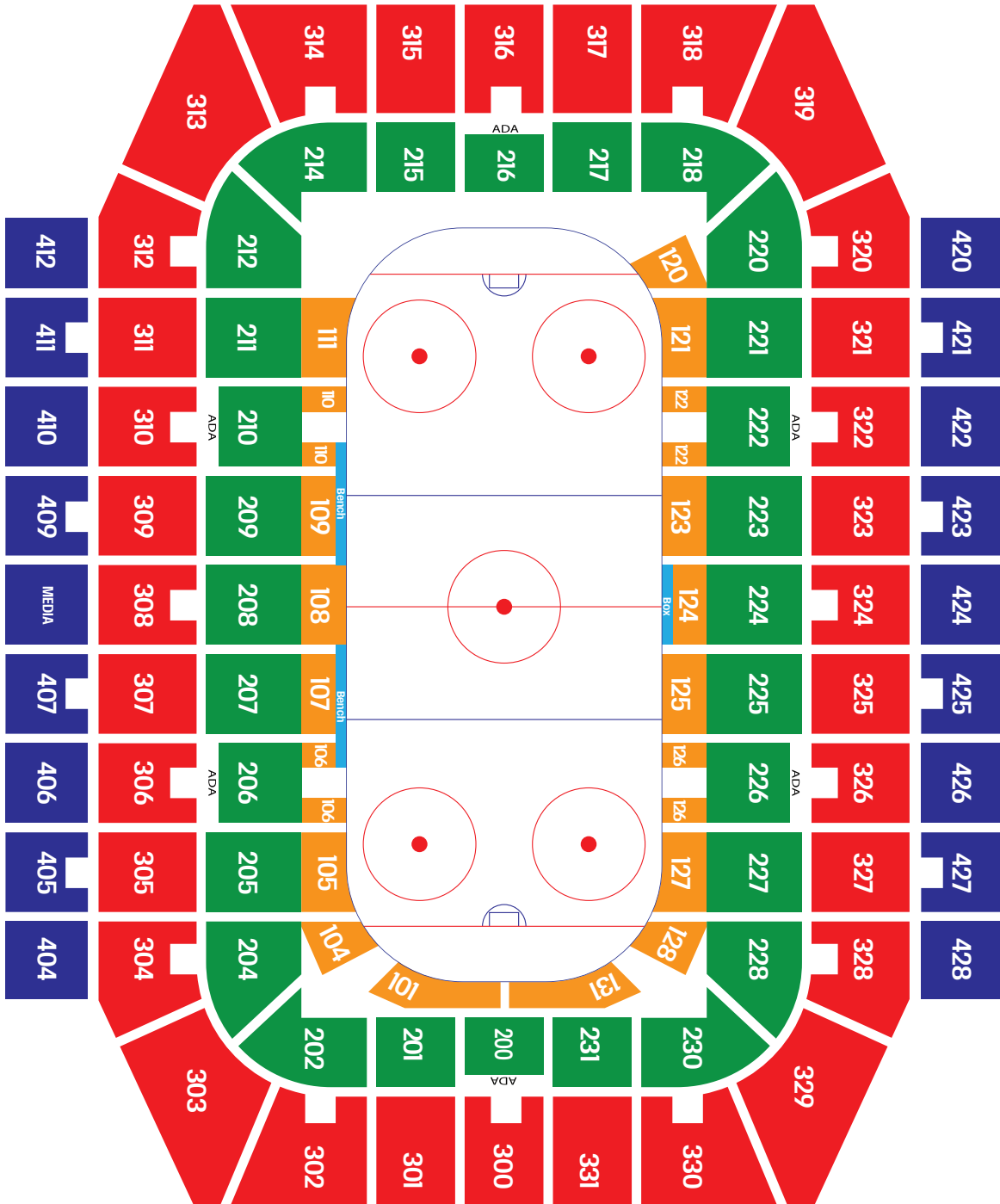
Main Entrance
(KILBOURN AVENUE)

UWM Panther Arena Basketball Capacity: 9,497



Main Entrance
(KILBOURN AVENUE)

UWM Panther Arena Hockey Capacity: 9,536



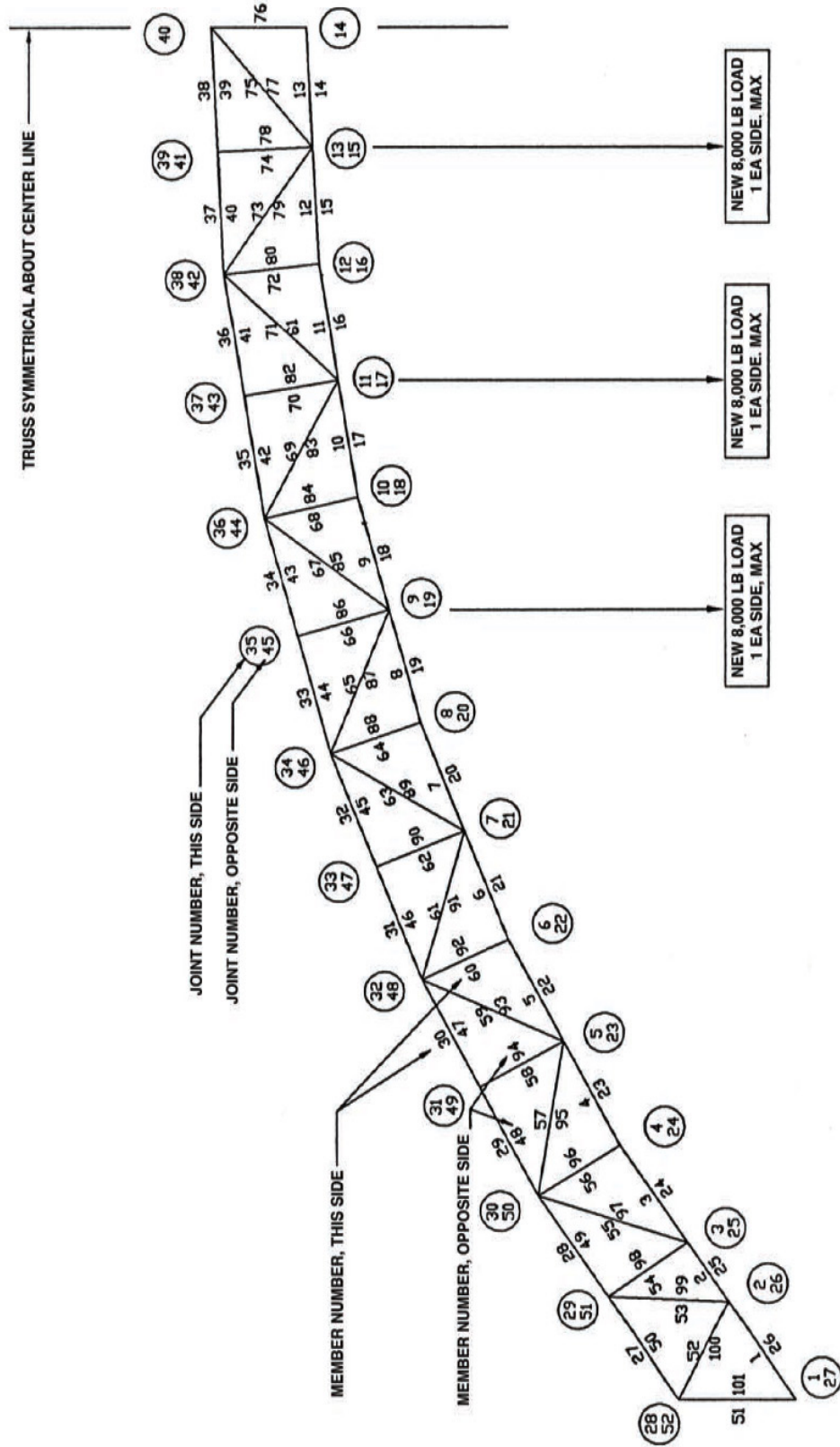
Main Entrance
(KILBOURN AVENUE)

UWM Panther Arena Soccer Capacity: 9,403



Main Entrance
(KILBOURN AVENUE)

Truss





Smoking Policy:

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

Carry-ins:

Food and beverage carry-ins are not permitted. Still camera carry-ins are subject to the artist/tour/promoter's preference. Professional cameras with removable lenses are generally prohibited. Video cameras are generally prohibited unless expressly allowed by the artist/tour/promoter.

Please visit uwmilwaukeepantherarena.com/before-you-go/ for UW-Milwaukee Panther Arena's bag policy and prohibited items.

Curbside Drop-off:

Curbside drop-off and pick-up of passengers is permitted on all streets surrounding UW-Milwaukee Panther Arena. Drivers must remain with the vehicle.

Curfew:

No indoor event/performance curfew. 11:00 p.m. City of Milwaukee curfew for unescorted minors. 2:00 a.m. bar closing time (applies to private bars at food and beverage events weeknights, 2:30 a.m. weekends).

Sales Taxes:

7.9% (8.4% for prepared food and beverage)

Public Safety:

Public safety is paramount for all Wisconsin Center District (WCD) events. The District's Emergency Response Plan is available to inform clients about our 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 WCD's public safety manager or VP of public safety. We provide in-house facility security 24/7/365; if additional security is needed for your event, this is offered through a third-party security organization.

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, we ask that you please stay with the individual until help arrives.



Payment Accepted

UW-Milwaukee Panther Arena accepts Visa, Mastercard, American Express and Discover for ticket sales.

Ticketing Information

UW-Milwaukee Panther Arena has an exclusive contract with Ticketmaster®. For more information, consult the entertainment and marketing 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 require

the timely return of your License Agreement and deposit.

For advance sales the box office is located at Miller High Life Theatre (500 W. Kilbourn Ave.). Please check online for box office hours at millerhighlifetheatre.com/events-tickets/box-office/.

The UW-Milwaukee Arena Box Office (400. W. Kilbourn Ave.) is open on event days one hour prior to doors opening.



fiber and copper connectivity available throughout the facility.

Telecommunications

UW-Milwaukee Panther Arena 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 WCD 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.

Audio Visual

WCD audio visual services in UW-Milwaukee Panther Arena are provided by the WCD Video Production Department and CTI, our preferred in-house audio visual provider. With the high number of permanent digital screens and signage in the arena, WCD Video Production manages lighting, LED screens and any other permanent fixtures in the venue. CTI provides additional equipment, operation and support for any non-permanent fixtures including light and video needs. Videography, video support and editing for entertainment productions is also included. CTI maintains operations on site and can draw from a full-time and part-time staff of experts. To inquire about any audio visual services, contact your event services manager.

Food and Beverage

Levy Restaurants is UW-Milwaukee Panther Arena's exclusive, in-house food and beverage provider. 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

UW-Milwaukee Panther Arena's in-house marketing and communications team may list your event on

Complimentary Wi-Fi

Complimentary Wi-Fi is available throughout the UW-Milwaukee Panther Arena. Custom solutions are available upon request.

Internet Access

UW-Milwaukee Panther Arena is served by dual, load-balanced 10 Gbps Internet connections provided via diverse paths.

Data Networking

UW-Milwaukee Panther Arena's data network infrastructure consists of 200 Gbps core fiber backbones and 20 Gbps edge fiber backhauls with

uwmilwaukeepantherarena.com/, including dates, times and ticket availability. 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.

Interior and Exterior Promotional Signage

UW-Milwaukee Panther Arena offers a 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.

Where's the Nearest...



Wisconsin Avenue.

- Hyatt Regency Milwaukee: Diagonally across on Kilbourn Avenue and Vel R. Phillips Avenue.
- Springhill Suites Milwaukee Downtown.
- DoubleTree by Hilton Hotel Milwaukee Downtown.
- More hotel info at visitmilwaukee.org/.

Nearest Parking:

For the most up-to-date parking information, see uwmilwaukeepantherarena.com/parking/.

The following list of establishments and services are provided for your convenience and not an endorsement. This list is not comprehensive and is subject to change. The nearest to hotels will differ.

24-Hour Diner:

[George Webb](#)

812 N. Dr. Martin Luther King Jr. Dr.
(Dr. Martin Luther King Jr. Drive between
Kilbourn Avenue and Wells Street.)

24-Hour Urgent Care:

[St. Joseph's Outpatient Center](#)

St. Joseph's Outpatient Center 201 N.
Mayfair Rd. (Wauwatosa, WI – on Highway
100)

Art Supplies:

[Blick Art Materials](#)

242 E. Menomonee St. (near Broadway and
Menomonee Street)

Bank:

[Wells Fargo Bank](#)

100 E. Wisconsin Ave. (Wisconsin Avenue and
Water Street)

Bar:

[Miller Time Pub](#)

509 W. Wisconsin Ave. (5th Street and
Wisconsin Avenue, inside Hilton Milwaukee
City Center)

Nearest Airport:

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

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: 3 blocks away on

Bicycle Rentals:

[Vulture Space Bicycle Collective](#)

Vulture Space Bicycle Collective 651 N. Plankinton
Ave. (Plankinton Avenue south of Wisconsin
Avenue)

Bike Share Kiosk:

Bublr Bikes

901 N. Vel R. Phillips Ave.

Bowling Alley:

[The New Fashioned](#)

1122 N Vel R. Phillips Ave, Milwaukee, WI 53203

Car Rental:

[Hertz](#)

804 N. Vel R. Phillips Ave. (Vel R. Phillips Avenue
and Wells Street)

Casino:

[Potawatomi Casino Hotel](#)

1721 W. Canal St.

1721 W. Canal St. (West on Canal Street, 10 blocks
from 6th Street)

**Dental Clinic:**

Downtown Dental Group S.C.
161 W. Wisconsin Ave.

Department Store:

Kohl's
331 W. Wisconsin Ave. (Vel R. Phillips and Wisconsin Avenue)

Donut Shop:

Dunkin' Donuts
622 W. Wisconsin Ave. (7th Street and Wisconsin Avenue)

Florist:

Bella Fiori
2014 N. Farwell Ave.

Gas Station:

BP
350 N. Plankinton Ave. (Plankinton Avenue, south of St. Paul Avenue, by river)

Hardware Store:

Village Ace Hardware Prospect
2170 N. Prospect Ave.

Library:

Milwaukee Central Library
814 W. Wisconsin Ave. (enter at Wisconsin Avenue or Wells Street west of 8th Street)

Liquor Store:

Avenue Liquors
616 W. Wisconsin Ave. (1/2 block west)

Cinema:

Oriental Theatre
2230 N. Farwell Ave.
(Farwell near North Avenue)

Cleaners:

Wolf's Dry Cleaners & Laundry
2230 N. Farwell Ave. (Farwell Avenue near North Avenue)

Coffee Shop:

Starbucks
333 W. Kilbourn Ave., Milwaukee, WI 53203 (inside the Hyatt Regency Milwaukee)

Office Supplies:

FedEx Office Print & Ship Center
312 E. Wisconsin Ave. (Wisconsin Avenue and Water Street)

Optician:

Quality Optical
806 N. Dr. Martin Luther King, Jr. Drive (Martin Luther King Jr. Drive between Kilbourn Avenue and Wells Street)

Pharmacy:

Walgreen's
275 W. Wisconsin Ave. (Wisconsin east of MLK Drive)

Post Office:

Milwaukee Main Post Office
345 W. St. Paul Ave. (St. Paul Avenue, facing Vel R. Phillips Avenue)

Shopping Mall

Bayshore Town Center
5800 N Bayshore Dr.

Supermarket:

Metro Market
1123 North Van Buren (Van Buren Street between State Street and Juneau Avenue)

Tailor:

Fazio's Dry Cleaning-Tailoring
1027 East Brady St.

Tobacconist:

Uhle's Pipe & Tobacco
114 W. Wisconsin Ave.

Downtown Milwaukee Map



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

Last Modified: June 2025