

E ENTRANCE



Park HERE!

E

LOADING DOCK

ADMINISTRATION

EXHIBITION HALL

MEETING ROOMS

LOBBY

SPARK
BY HILTON

ADA
BUS
STOP

NEW HOLLAND
PAVILION 2

NEW HOLLAND
PAVILION 1

P1 PREFUNCTION

E EXPO MALL

ARENA

VETERANS
MEMORIAL
COLISEUM

VETERANS DR

MAIN GATE

E

RIMROCK RD

N COLISEUM RD

JOHN NOLEN DR

Enter the Alliant Energy Center, 1919 Alliant Energy Center Way, Madison, through the Main Gate off of Rimrock Road.

Stop at the parking ticket booths and let them know you are here for the Food and Beverage Service RFP Vendor Conference.

You will be directed to the South Parking Lot. There will be a greeter in front of the Administration Building (a one-story, brown building adjacent to the South Parking Lot) to direct you to the meeting room.

The meeting will be held in the New Holland Pavilion 1 Prefunction area.