

# Current AEC annual events with need for 50,000 sq. ft. Exhibition Hall expansion

- World Dairy Expo
- Midwest Horse Fair
- Quilt Expo
- Madison RV Show
- Canoecopia
- Midwest Garden Expo
- Deer & Turkey Expo
- Madison Fishing Expo

# 25,000 sq. ft. Exhibition Hall expansion:

Competes with Madison Marriot Hotel and Monona Terrace

## **\*Past customer**

- \*La Leche League Conference
- WI Realtors Assn. Convention
- \*WALA Conference
- \*WI Corn & Soy Expo
- \*All Canada Show
- \*WI Early Childhood Conference
- \*American Massage Therapy Conf.
- \*State Risk Mgt. Conference
- Ice Fishing Expo
- \*Conney Safety Products Expo
- \*Military Collectors Show
- \*Amer. Assn. of Chronic Fatigue Conf.
- \*Regional Bridge Tournaments
- \*Stem Cell Summit
- Nanotech Conference
- Ecotourism in America Conf.
- WI Assn. of Black Public Sector Employees Convention
- \*Bike Expo
- \*Used Car Sale
- \*WHEDA Conference
- \*Quinceaneras/Mexican Dances
- Arts & Crafts Customer
- \*WI Genealogical Society
- \*Liquidation Sales (2-3x/year)
- \*WI State Training Conf.
- WI Dept. of Ag-Bio Conf.
- \*WI Assn. of School Boards
- \*Weddings

# 50,000 sq. ft. Exhibition Hall expansion:

## Potential New Business to Madison

\*= Past customer

\_ = Potential date conflict

- \*Pheasant Fest
- \*PMAW/WAC Convention
- \*Vacation/Travel Expo
- National Alpaca Festival
- \*Midwest Jewelry Expo
- \*WI Cheese Makers – Int’l Tech Trade Show
- Major League Video Gaming Expo
- John Deere Dealer Conference
- \*Madison Auto Show
- \*Kuhn Knight Dealer Conference
- \*National Tae Kwon Do Tournament
- \*Great Lakes Logging Congress
- Roller Derby
- \*Cheerleading Competitions
- Quality Deer Management Assn.
- Bovine Practitioners Annual Conference and Trade Show
- WAMO Expo
- Nat’l Child Support Assn. Conference
- Alltech’s Annual International Symposium
- \*Career Skills Expo
- Natural Products Expo
- Biodynamic Farming and Gardening Conv.
- WI Assn. of Fairs Conference
- Pet Expo
- \*Midwest Ag Expo
- \*Madison Boat Show
- Midwest Food Processing Expo
- WI Restaurants Assn. Annual Conf./Trade Show
- \*Baraboo Sysco Food Show
- Sustainability Expo
- \*Midwest Renewable Energy Expo
- Concerts (3-4x/year)
- \*Kids Wrestling Tournaments
- National Model Railroad Association
- Percheron Horse Association of America
- \*Good Sam RV Show
- \*U.S. Transplant Games
- Pyrotechnics Guild Int’l Convention
- \*American Rabbit Breeders Annual Convention
- \*Prof. Walleye Fishing Tournament/Trade Show
- Midwest Scrapbook Show
- \*U.S. Bowling Congress
- Pampered Chef Product Expo