



*Accessible,
Affordable &
Hospitable*

FRONTIER AIRLINES CENTER

Milwaukee, Wisconsin • (414) 908-6000 • www.midwestairlinescenter.com

THE FRONTIER AIRLINES CENTER FACES WISCONSIN AVENUE, THE CITY'S "MAIN STREET."

Milwaukee's Frontier Airlines Center continues to hone the leading edge of the convention center industry with outstanding service, flexible, comfortable facilities and a setting in downtown Milwaukee, now nationally recognized as a fun, friendly and exciting destination in itself.

Owned and operated by the Wisconsin Center District (WCD), the Frontier Airlines Center faces Wisconsin Avenue, the city's "Main Street," and is within steps of leading hotels, retail establishments, attractions, dining, nightclubs, and transportation. It is even connected via skywalk to two major hotels—the Hyatt Regency-Milwaukee and the Hilton Milwaukee City Center. Adjacent neighbors also owned by WCD include the 12,700-seat U.S. Cellular Arena and The Milwaukee Theatre, which opened in 2003 as a new, 4,087-seat theatrical and assembly venue, built in the shell of the historic Milwaukee Auditorium. Both are excellent for convention functions, and all three venues are "green" equipped and operated to minimize environmental impacts.

MEETING & EXHIBIT SPACE The Frontier Airlines Center's 188,695 gross-square-foot (gsf) exhibit hall is divisible into four halls of 31,000 or 63,000 gsf, with 90-foot minimum spans between pillars. In addition, 39,360 gsf of meeting space can be divided into 28 breakouts or as few as six meeting/banquet rooms from 5,200 to 8,300 gsf each. A luxurious, 37,500 gsf ballroom is divisible into four smaller rooms and equipped like a concert hall for corporate theater and banquet entertainment. Abundant, well-appointed pre-function areas on all levels serve excellently for receptions, breaks, showcase exhibits and even full-service dining. Power, data and phone connections are plentiful everywhere.

HOTEL INVENTORY The Frontier Airlines Center is linked by skywalk to two first-class convention hotels: the 484-room Hyatt Regency-Milwaukee and the 729-room Hilton Milwaukee City

Center, which also boasts an indoor waterpark. Seven other hotels are within three blocks or connected by skywalk. Milwaukee has about 3,590 rooms downtown and nearly 15,000 citywide.

ATTRACTIONS Milwaukee is emerging as a top convention and tourist destination, alive with museums, dining, culture, nightlife, promenades and public art. Recent highlights: the Harley Davidson Museum; the newly-renovated Mitchell Park Domes; Discovery World; the Milwaukee Art Museum's Quadracci Pavilion, designed by Santiago Calatrava, now a world-renowned symbol of the city; and Miller Park, among the most fan-friendly baseball parks anywhere. These gems are set among a glittering array of parks, trails, golf courses and lake vistas.

FOOD & BEVERAGE Levy Restaurants, WCD's catering and concessions partner, receives consistent praise from banquet and meeting planners. Efficient service is facilitated by the center's design, but more important are high standards and creativity derived from Milwaukee's traditions of hospitality and excellence combined with Levy's well-known commitment to a memorable dining experience everywhere they operate.

TECHNOLOGY Ranked among the world's "technologically elite" convention centers, the Frontier Airlines Center can outperform almost any external network or ISP connected to it. A skilled, flexible IT staff provides tech users customized, in-show LANs, high-speed connections to corporate WANs, and a wide range of phone and video services. AV provider United Visual offers state-of-the-art projection, sound, lighting and more.

ACCESSIBILITY Milwaukee is incredibly easy to get to and get around in! User-friendly General Mitchell International Airport, with a dozen airlines offering non-stop service to over 50 cities, is only eight miles from downtown and O'Hare is just an hour-and-a-half car trip. The newly renovated Amtrak station is just a few blocks away, and the city enjoys a safe and very walkable downtown.



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- MILWAUKEE - THE WISCONSIN CENTER DISTRICT -

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