



MONONA TERRACE®

A PUBLIC PLACE BY FRANK LLOYD WRIGHT





"The mission of an architect is to help people understand how to make life more beautiful, the world a better one for living in, and to give reason, rhyme, and meaning to life."

Frank Lloyd Wright

THE MONONA TERRACE EXPERIENCE



“

**We continue to come back to
Monona Terrace year after year
because we know without a doubt ...
Monona Terrace will help us deliver.”**

Laurie Fellenz

*Executive Director of Wisconsin Music Educators Association
and Wisconsin School Music Association*

THE FACILITY

Monona Terrace is a convention center like no other, stretching 90 feet over the shimmering waters of Lake Monona, designed by world-renowned architect Frank Lloyd Wright, and just two blocks from the State Capitol in one of America's most welcoming cities, Madison, Wisconsin.

Spanning 250,000 square feet, this multilevel convention center is surrounded by curving, geometric forms that converge with the breathtaking beauty of the natural environment. Spectacular glass vistas enhance the flexible meeting and exhibition spaces, inviting the beauty of the outdoors into every event.

- ◆ **Ballroom** designed to accommodate more than 1,000 diners beneath beautiful chandeliers.
- ◆ **Multimedia lecture hall** amply seats 300 theater-style and is fully equipped with cutting-edge technology.
- ◆ **Meeting spaces** offering a multitude of flexible spaces ranging in size.
- ◆ **Exhibit hall** featuring 37,200 flexible square feet of essential convention amenities, including a show manager office, concession areas, seven loading bays, and a truck wash bay.
- ◆ **Expansive Rooftop Garden** is our facility's 68,000-square-foot crown jewel overlooking the lake that complements and celebrates Madison's vibrant cityscape, providing a stunning backdrop for any event.
- ◆ **Pre-function space** devoted to public space for registration, receptions, or breaks, including the mezzanine and its two executive boardrooms.

With a focus on excellence, our team is devoted to delivering exceptional service that elevates every event to something truly memorable, no matter the size.

Monona Terrace is designed to meet the advanced tech standards of modern conventions and trade shows, as well as ensure complete accessibility and enjoyment.



ROOM CAPACITIES

Whether you're planning a gathering for 40 or 4,000, Monona Terrace offers the best space to meet in a beautiful city while immersing yourself in modern history. All maximum capacities are based upon tables and chairs only. The addition of A/V equipment, staging, buffets, bars or similar items will reduce the maximum capacities. All classrooms are four people per eight-foot table.

Level One

Room Space	Sq. Ft.	Banquet	Classroom	Theater
Exhibition Hall	37,200	2,000	1,856	3,300
Hall A & B, each	18,600	1,000	928	1,600
Lakeside Commons	3,500	200	N/A	N/A

Level Two

Room Space	Sq. Ft.	Banquet (8)	Classroom	Theater
Community Terrace	5,500	288	N/A	N/A
Hall of Fame Room	600	24	35	48
Wisconsin Room	A 493 sq. ft. executive boardroom for 15 people			
Dane Room	A 493 sq. ft. executive boardroom for 15 people			

Level Three

Level Three consists of administrative offices only.

Level Four

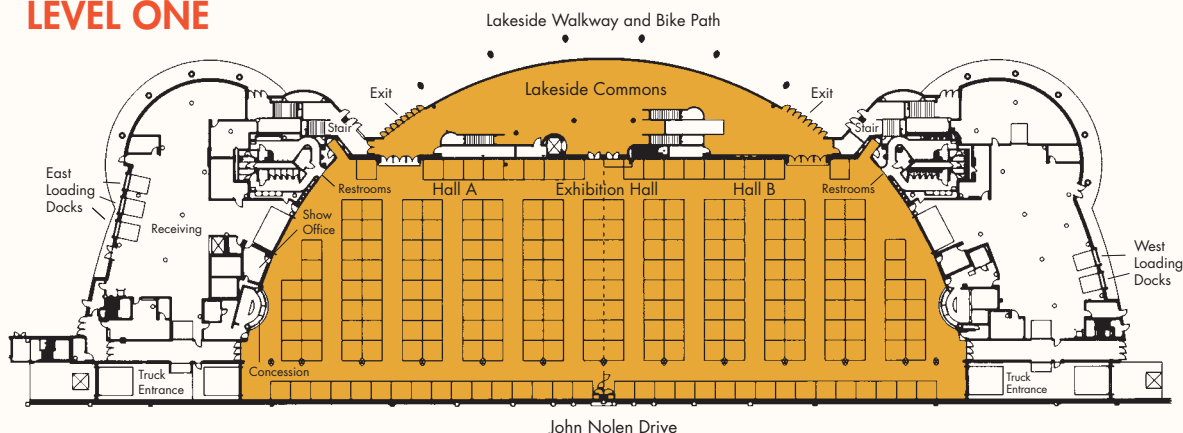
Room Space	Sq. Ft.	Banquet (8)	Classroom	Theater
Madison Ballroom	13,524	832	832	1,518
Ballroom A & B, each	3,822	208	224	418
Ballroom C & D, each	2,940	160	176	330
Hall of Ideas	6,840	400	448	792
Hall of Ideas E-J, each	1,140	64	72	112
Meeting Rms. K-R, each	460	24	21	40
Combined Rms. K-R	3,680	192	210	380
Grand Terrace	7,000	360	N/A	N/A
Lecture Hall	5,540	N/A	N/A	315

Level Five

Room Space	Sq. Ft.	Banquet (8)	Reception	Theater
Center and West Circle	40,160	1,376	3,043*	N/A
Center	34,730	1,176	3,000*	2,070*
West Circle	5,430	200	350	250
Olin Terrace	5,000	96	150	N/A

*Events on the rooftop with anticipated attendance of more than 1,866 people require additional Monona Terrace staffing and egress planning. Please contact your sales manager or event coordinator for more information.

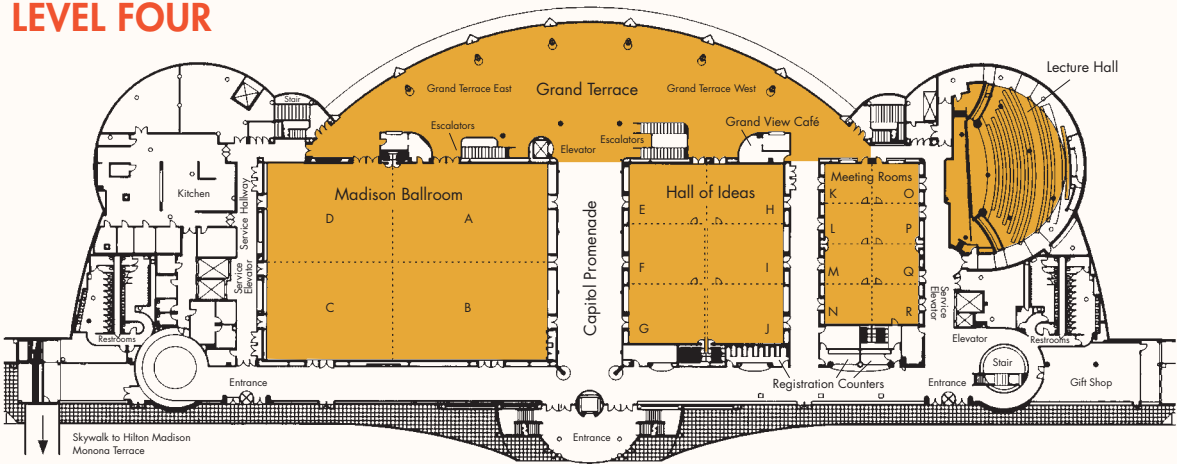
LEVEL ONE



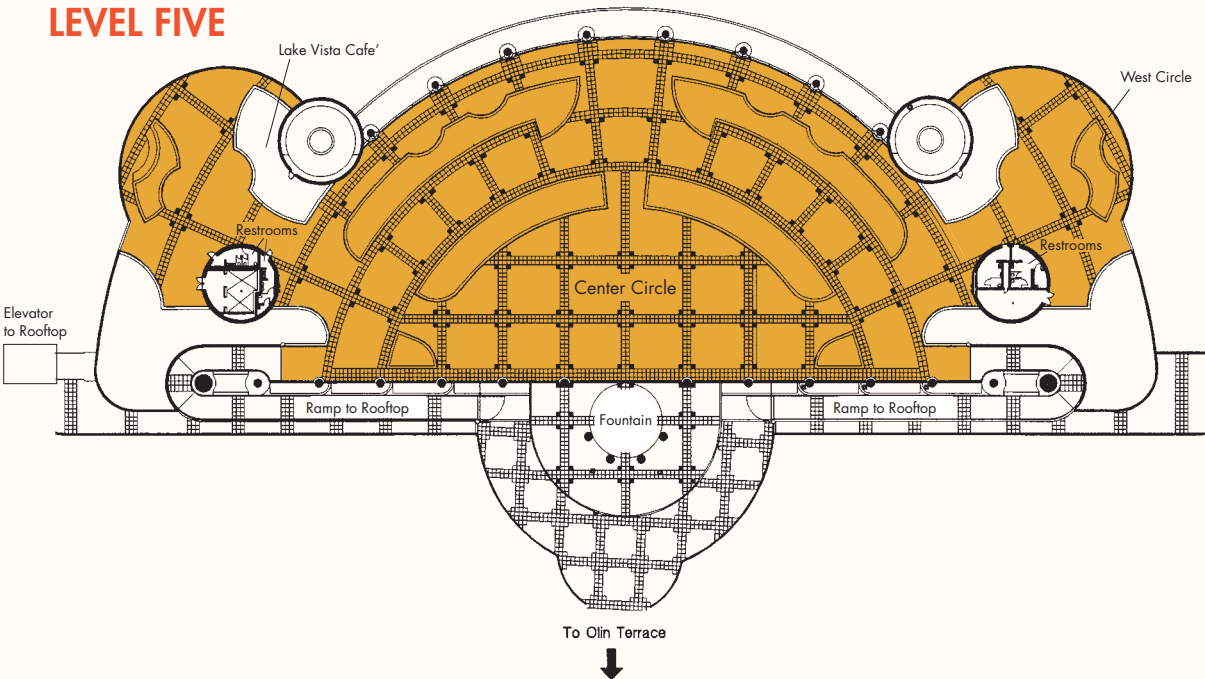
LEVEL TWO



LEVEL FOUR



LEVEL FIVE



AV AND TECHNOLOGY

Monona Terrace is fully equipped with the technology, expertise, and infrastructure to bring your vision to life. Our exclusive AV team is trained to ensure every event runs with seamless technical execution. Presenters can easily share with thousands, whether for virtual, in-person, or hybrid events, with a state-of-the-art network, gigabit bandwidth, and satellite access. For those with global reach in mind, we also offer advanced technologies to deliver your message seamlessly worldwide.

Telecommunications: The building is wired with advanced cabling and fiber optic lines to support seamless hyper-speed internet connectivity. Complimentary wireless internet access is available across the entire building, including the rooftop gardens.

Lighting: Custom lighting presets can be programmed for any meeting space in the building. Meeting rooms and the Exhibition Hall feature energy-efficient LED lighting and adjustable incandescent lights. For theatrical lighting needs, our lighting specialists are available to assist and ensure your event shines.

Sound: Our facility is equipped with a comprehensive public address system that ensures premium sound quality throughout. With a range of mixers and a professional stereo system operated by a dedicated technician, we can ensure exceptional quality for all of your audio needs.

Video: Informational displays at kiosks and room entrances keep attendees updated with real-time event information. A separate system facilitates video displays in overflow rooms and allows for seamless broadcasting. Any room can be equipped for livestream events. We also provide a range of video projectors compatible with computers of various HD resolutions and screen sizes.

Staging/Platforms: Portable stages and risers are available for use throughout our venue, while our Lecture Hall includes a fixed state-of-the-art stage perfect for performing arts, formal lectures, guest speakers, and countless other functions suitable to your imagination.

Equipment: In-house inventory is equipped with microphones, portable sound and lighting, projection equipment, video cameras, screens, tables, chairs, skirting, dance floors, lecterns, pianos, ADA ramps, and more.





CATERING

From continental breakfasts to elegant corporate receptions—and every event in between—you'll find a perfect blend of flavors tailored to your taste and style. Our award-winning culinary team creates diverse dishes from around the globe, incorporating locally sourced farm-to-table ingredients to bring a touch of homegrown Wisconsin flavor to every menu. Made-to-order pastries and freshly baked desserts from our in-house bakery are available to complement every meal. Each bite will leave you longing for more.

We take great care in accommodating dietary restrictions, ensuring no detail is overlooked for a flawless dining experience.



When the lights dim and everything activates and the screens turn on and the music happens, you truly see what this building is capable of."

Zach Brandon
Greater Madison Chamber of Commerce President







SAFETY AND SUSTAINABILITY

Since its inception, sustainability has always been an essential part of the Monona Terrace vision. The building was designed to reflect the intimate relationship between humans and nature, and it is a value we prioritize today.

- ◆ Certified "Green Building" by the U.S. Green Building Council's prestigious Leadership in Energy and Environmental Design for Existing Buildings (LEED-EB) program.
- ◆ Environmentally safe cleaning products to protect indoor air quality.
- ◆ A local composting partnership to turn food waste into nutrient-rich soil.
- ◆ High-efficiency plumbing and water fixtures to reduce water waste.
- ◆ LED interior lighting fixtures.
- ◆ Green energy purchases to offset 100% of electric and non-electric carbon emissions.
- ◆ Thousands of native prairie plantings on our rooftop to conserve water and attract pollinators.



WELCOME TO MADISON

A vibrant capital city and Big Ten university town, the heart of Madison lies on an isthmus between lakes Monona and Mendota—surrounded by natural beauty. With hundreds of miles of bike paths, top-notch cultural arts, fine dining, thrilling sports events, renowned research opportunities, and countless family-friendly attractions, Madison is a progressive city that promises to enrich.

- ◆ More than 200 miles of biking and hiking trails and year-round lakeside recreational sports.
- ◆ Home to the University of Wisconsin–Madison, a top ten research institution and top-ranked public university. *On, Wisconsin!*
- ◆ Home to the country's largest producers-only farmers' market, where you'll always find the season's best.
- ◆ A pedestrian-safe and bike-friendly downtown district with easy access to public transportation—perfect for exploring.
- ◆ Walkable and bikeable from Monona Terrace: specialty shops, coffee houses, museums, eateries, bars, and more.
- ◆ Looking to host a large convention in Madison? Learn all about what our illustrious partners at [Destination Madison](#) have to offer in making your experience incredible, and unforgettable.

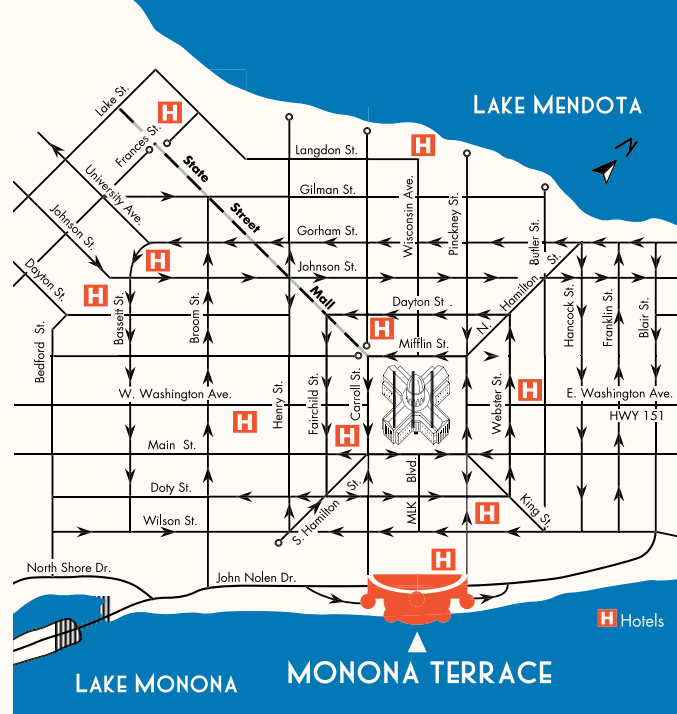
Getting to Monona Terrace

Getting to Monona Terrace is easy, with multiple transportation options. Drivers can take advantage of the Monona Terrace Parking Garage on W. Wilson St. for direct access to the convention center. In addition, street parking and public lots are available throughout downtown Madison.

- ◆ Cyclists will find multiple convenient bike racks at various entrances around the building.
- ◆ Multiple [electric bike stations](#) and [Madison Metro bus stops](#) are just a short walk from Monona Terrace.
- ◆ Monona Terrace and its surrounding hotels are located just five miles from the [Dane County Regional Airport](#).

Where to Stay

With nearly 12,000 hotel rooms, many within walking distance of our facility, there's a stay to suit every lifestyle and preference. The Hilton Madison Monona Terrace and Embassy Suites by Hilton offer luxury and convenience just steps away. Additional hotels are located nearby, either within walking distance or a short ride away. No matter where you stay, you'll be close to a variety of dining, shopping, and entertainment options to enjoy throughout your visit.









FRANK LLOYD WRIGHT

The Vision

Frank Lloyd Wright originally proposed a design for the Monona Terrace Community and Convention Center in 1938. He eschewed the traditional Victorian ornamentation and classical design trends of the time and embraced a purer architectural expression, characterized by geometric forms, open floor plans, and low-hipped roofs that harmonized with the landscape. He imagined a bold curvilinear gathering place intended to connect the shores of Lake Monona to the State Capitol. While the design was revised many times, its signature curves remained a defining feature. Today, Monona Terrace blends Wright's timeless vision with cutting-edge technology and modern amenities, creating a space that continues to inspire and bring people together.

For more information about Frank Lloyd Wright, visit Franklloydwright.org



Let us orchestrate your incredible.
Visit us at mononaterace.com to learn more.



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Photo of Mr. Wright by John Engstead. Courtesy The Frank Lloyd Wright® Archives, Scottsdale, AZ.