

SPECIAL OCCASION PLANNING GUIDE



MONONA TERRACE

TABLE OF CONTENTS

GENERAL INFORMATION	1
Hours	1
Contact Us	1
PREPARING FOR YOUR SPECIAL OCCASION	1
Who Will Help Plan Your Event	1
PLANNING TIMELINE	2
GENERAL EVENT INFORMATION	3
Decorations	3
Safety Requirements	3
Wedding Party Gifts	3
Deliveries	3
Music and Entertainment	4
Building Services & Guest Assistance	4
EQUIPMENT FOR YOUR EVENT	5
Tables	5
Chairs for Outdoor Functions	5
Tablecloths/Special Linens	5
Audiovisual Services	5
Miscellaneous Items	5
MISCELLANEOUS INFORMATION	6
Wedding Ceremony Rehearsal	6
Inclement Weather Policy	6
Gratuities	6
Monona Terrace Billing	6
PARKING AND DIRECTIONS	7
Parking Garage	7
Special Parking Arrangements	7
Getting here:	
From Milwaukee	7
From Chicago	7
From Minneapolis	7
From Highway 51 (East Washington Avenue)	7
From the University of Wisconsin	7
FOOD AND BEVERAGE SERVICES	8
Wedding Cakes	8
Alcoholic Beverages	8
BUILDING LAYOUT AND SAMPLE FLOOR PLANS	9-20

GENERAL INFORMATION

HOURS

Building Hours: 8:00am-5:00pm Daily (Except Major Holidays)
William T. Evjue Gardens Rooftop: Sunday-Thursday 8:00am-10:00pm, Friday/Saturday 8:00am-midnight
(closed during inclement weather)
Office Hours: 8:00am-5:00pm Monday-Friday

CONTACT US

Website: www.mononaterrace.com

Mailing Address: Monona Terrace Community & Convention Center
One John Nolen Drive
Madison, WI 53703-3468

E-mail: info@mononaterrace.com

Monona Terrace: (608) 261-4000
Monona Terrace FAX: (608) 261-4049
Monona Terrace Gift Shop: (608) 261-4036
Monona Catering: (608) 261-4040
Monona Catering FAX: (608) 261-4023

After-hours Emergency: (608) 261-4053
(Please be prepared to give the guest's name, name of event and room location, if known, to the operator.)

PREPARING FOR YOUR SPECIAL OCCASION

WHO WILL HELP PLAN YOUR EVENT

After your Monona Terrace contract has been finalized, a Monona Terrace Event Coordinator and/or a Monona Catering Sales Manager will be assigned to work with you. You will be contacted about two to three months prior to your event to schedule a meeting to gather all the event details, answer any questions you have and discuss helpful suggestions. As your event draws closer, your event coordinator will continue to work very closely with you to ensure you have a wonderful and enjoyable event!

PLANNING TIMELINE

Your event coordinator looks forward to meeting with you to discuss the details for your special event. Please review the list below to get an idea of the information your coordinator will need in order to finalize the arrangements.

WHEN	WHAT HAPPENS
<p>2-3 months in advance</p> <p>Your Event Coordinator will contact you to schedule the first planning meeting</p>	<p>Questions we'll ask you to help plan the perfect event:</p> <ul style="list-style-type: none"> • What time will your guests arrive? • What time will cocktails, hors d'oeuvres, and dinner be served? • When will the entertainment or presentation take place? • What type of seating would you like—round tables, assigned seating, a head table, reserved tables? • What other items will take up space in the room and where should they be—gift table, dance floor, a place card table, signs on easels? • Will you have presenters, music, entertainment or a dance? • Will you purchase parking for your guests? • Will you hire a decorator, florist or bakery? If so, please provide us with their names. • If you have alcohol, will drinks be hosted by you or will guests pay cash for their beverages? • Will you be serving hors d'oeuvres? If so, would you like them to be butler-passed or on a station? • What would you like served at your meal? What dessert would you like? • Will you offer your guests a choice of entrées? (Allow time in your planning to receive guest responses so you have a final guarantee for each entrée.) • Would you like wine served at your meal? • Would you like to offer a late-night snack or coffee service? • Do you need Monona Catering to provide table numbers for assigned seating?
4-8 weeks in advance	<p>Let your coordinator know your decisions from the first meeting:</p> <ul style="list-style-type: none"> • Event schedule • Room setup details • Final menu selections
3-4 weeks in advance	<p>You will receive:</p> <ul style="list-style-type: none"> • A catering estimate showing the deposit and due date • A room diagram and an event sheet showing the room rental deposit and due date
2 weeks in advance*	<p>Deposits and paperwork are due:</p> <ul style="list-style-type: none"> • Signed catering estimate • Signed event sheet • Deposit for catering estimate + balance of room rental
<p>4 days in advance*</p> <p>(Excluding holidays & weekends)</p>	<p>Final Guarantee:</p> <ul style="list-style-type: none"> • Each entrée requires a final guarantee • Final seating diagram is due <p>Changes made within 4 days of your event may result in additional charges.</p>

*** Please note: due dates in bold are explained in your Monona Terrace and Monona Catering contracts. Be sure to plan accordingly.**

GENERAL EVENT INFORMATION

DECORATIONS

Flowers may be provided by the florist of your choice. Flower petals may not be placed on the carpet or dance floor. Labor costs for removing flower stains will be charged to the person(s) who signed the contract. Please inform your florist/decorator of your contracted move-in and move-out times, and clean-up and delivery requirements.

You may bring in your own centerpieces. If you are using candles, please review the safety requirements below.

Helium balloons must be securely anchored to a stationary object and may not be sold or given out to individuals. Charges incurred for the removal of any balloons that float to the ceiling will be the responsibility of the person(s) who signed the contract.

Decorations, lights or signs may not be placed on the trees or plants, or taped, tacked, stapled, nailed or otherwise affixed to walls, windows, floors, ceilings or to any surface of the facility. If there is a decoration that you would like to have in your function space, please work with your event coordinator to arrange an acceptable means of display.

The following items are NOT allowed: glitter, confetti, Silly String®, stickers, decals, gum, lanterns in the lake, rice or seeds. Glass or breakable materials are not allowed on the Rooftop.

IMPORTANT NOTE: It is your responsibility to remove all decorations from your function space at the end of your event.

SAFETY REQUIREMENTS

Fire and safety regulations pertinent to your event include, but are not limited to:

Fire codes prohibit any item or device being hung from or affixed to any sprinkler head or piping.

Electrical installations will be in conformance with the Uniform Building Code. All extension cords must have grounded plugs.

No item or decoration may obstruct or block an exit, sprinkler heads, fire pull, fire hose or fire strobe.

No open flames are allowed. If you are using candles in your room decor, each candle must be placed inside a non-flammable container and the flame of the lighted candle must be below the rim of the container. Candles are not allowed on the rooftop.

Decoration Materials/Fabrics – all decoration materials must be made from a non-flammable material or treated and maintained in a flame-retardant condition by means of a flame-retarding process.

WEDDING PARTY GIFTS

The Monona Terrace Gift Shop offers a wide selection of Frank Lloyd Wright and Monona Terrace specialty items suitable for party favors or attendant and/or guest gifts. We offer a volume discount on most merchandise. The order is required 21 days before your event to ensure delivery. Please contact your event coordinator for details.

DELIVERIES

All deliveries—floral arrangements, rental equipment, cakes, DJ equipment, etc. must be brought in and out of the building at the East Loading Dock Freight Entrance. Only hand-carried items may be brought through the front entrance doors of Monona Terrace. Your event coordinator should be notified of all deliveries. Vendors are welcome to park in the Monona Terrace parking garage.

Deliveries may arrive at Monona Terrace no more than one day before your event. Our storage area is not air-conditioned, so we cannot accept advance delivery of perishable items such as chocolates, flowers, etc. Storage fees may apply for items delivered early or items left behind after your event.

Address deliveries to: Name of Event & Date - Person to Receive Items, C/O Your Coordinator's Name
Monona Terrace Convention Center
One John Nolen Drive
Madison WI 53703

MUSIC AND ENTERTAINMENT

You are welcome to bring in the musical group or DJ of your choice for your special event. Please note that due to the open nature of the Grand Terrace and public areas, music or amplified sound in these areas will affect other events taking place in the building and restrictions apply. Please be sure to check with your event coordinator prior to making arrangements for music in the Grand Terrace or public areas.

BUILDING SERVICES & GUEST ASSISTANCE

Posting of event outside Monona Terrace: A lighted marquee is located west of Monona Terrace on John Nolen Drive. The sign will display all of the events in the facility that day on a rotating basis beginning a few hours prior to each event's start time.

Indoors there are numerous wall-mounted HD screens. On the day of your event, these screens will display your event name and location. Additional schedule details may be displayed as space permits. If you do not wish to have your event displayed, notify your coordinator in advance.

Signs and banners: You're welcome to display a sign at the entrance to your rented function space. You must request approval from your coordinator to display signs or banners in other public areas of the building. Printed signs may be purchased from Monona Terrace.

Public areas: The rights and requirements of all guests in the facility are a major consideration of our staff. In order to assure that there are no conflicts during simultaneous use, your event coordinator must approve all activities planned in public areas.

Coat racks or coat check: Complimentary coat racks are available. If you'd like a private coat check for your guests, your event coordinator will provide you with pricing.

First aid & emergency: Dial "0" from any courtesy phone to reach the Command Center. All accidents, injuries or illnesses in the facility must be reported immediately to a Monona Terrace staff member.

Guest service attendants: Positioned at the Level 4 main entrance, guest service attendants are scheduled during all event hours and provide directional and general information to all guests at Monona Terrace. Additional guest service attendants can be scheduled for your event upon your request. Your event coordinator will provide current costs for this service.

Baby changing and nursing facilities: Restrooms throughout Monona Terrace are equipped with baby changing areas. The guest service attendant can direct guests who require nursing facilities to rooms which are equipped with a comfortable chair and electrical outlets.

Americans With Disabilities Act: It is important that the facility is accessible to all individuals with special needs. Event arrangements must comply with all requirements of the Americans with Disabilities Act of 1990. Our staff will work with you to resolve any questions or issues that may arise.

Smoking and vaping are not allowed inside Monona Terrace or on the William T. Evjue Rooftop Gardens. Designated smoking areas are located outside the doors of the facility where ash receptacles are provided. If ash receptacles are not available, the area is a non-smoking area.

EQUIPMENT FOR YOUR EVENT

Monona Terrace has sufficient equipment (tables, chairs, etc.) to support the usual needs for events and room capacities. The following equipment is included in your room rental:

Tables and chairs for one room setup for each room rented

One corded microphone or standing lectern with an attached microphone

One easel

Head table on risers (available in 16" or 24" high, 4' x 8' sections)

Size and placement will be arranged with your coordinator

Head table with skirting

If your equipment requirements exceed or differ from our inventory, your coordinator can provide a list of local vendors who rent equipment.

TABLES

Standard banquet setups are based on 66" rounds with 8 chairs per table. If you prefer 10 chairs per table, we also have 72" rounds.

Other available table sizes:

- 42" high cocktail table
- 4' x 30" Rectangular
- 48" Round
- 6' x 30" Rectangular
- 2' x 4' Rectangular
- 8' x 30" Rectangular

CHAIRS FOR OUTDOOR FUNCTIONS

Monona Terrace has 600 white folding chairs for the William T. Evjue Rooftop Gardens. Additional chairs may be rented and your coordinator can quote current fees.

TABLECLOTHS/SPECIAL LINENS

Monona Catering provides white or ivory tablecloths and napkins at no charge for catered functions. Other linens may be rented at an additional cost.

AUDIOVISUAL SERVICES

Monona Terrace is the exclusive provider of state-of-the-art audiovisual equipment and technical support for your event. No audiovisual equipment may be brought in by an individual or outside company. Our experienced staff will assure a trouble-free event that is professionally presented. Please note that this exclusive policy does not apply to laptop computers or musical equipment such as DJ or band sound systems, or instruments.

MISCELLANEOUS ITEMS

In addition to the room rental charges for your event, the following is a list of potential expenses which could be incurred, depending on your needs. This list is meant to serve as a checklist and may not be all-inclusive. Your event coordinator will have current prices.

Staging, tables and chairs beyond the standard set	Electrical service/hook-ups for band, entertainment, or decor	Sound/lighting technicians
Audiovisual equipment	Food & beverage service with Monona	Specialty lighting or decor
Coat check attendants	Catering	Ushers/door guards/security personnel
Dance floors	Labor to move decorations	Charges for extra cleaning or damages to facilities
Early move-in or late move-out	Parking	or equipment
Easels or signs	Piano and tuning—baby grand or electric	Reset of room(s) or additions to room setup

MISCELLANEOUS INFORMATION

WEDDING CEREMONY REHEARSAL

Wedding ceremony rehearsal space will be available at no charge to you as long as space is available and there is no setup required. Your coordinator will select a rehearsal space for you and notify you of the space 7-10 days in advance. An indoor back-up rehearsal space, to be used in case of inclement weather, will also be offered if space is available.

INCLEMENT WEATHER POLICY

The decision on whether to hold an event inside or outside will be made by your coordinator in consultation with a weather forecasting service. This decision will be made at least two hours prior to the event, depending on the scope of the event. Exact timing of this decision will also depend upon the spaces involved and the complexity of the setup.

Once the weather call has been made, should the client request both spaces to be set, the room rental will be charged for both spaces.

GRATUITIES

The Monona Terrace staff prides itself on its ability to provide the best service possible. No gratuities are expected or allowed. In accordance with the Code of Ethics for Employees of the City of Madison, Monona Terrace personnel may not accept money or other consideration of favors from anyone other than the City for performing job duties. If you feel so inclined, letters of commendation recognizing employees for outstanding service are appreciated. Letters may be sent to the Executive Director of Monona Terrace or comments may be included on your guest survey.

MONONA TERRACE BILLING

Deposits: The schedule for payment of deposits will be clearly indicated in your space rental contract on the Attachment A—Event Sheet and in your Monona Catering function sheets. If using a debit or credit card, please make arrangements with your financial institution in advance to ensure that the required deposits will be approved.

Final Billing: A final invoice will be sent to you no more than 14 days after your event. This invoice will show all charges including equipment rental, labor/service fees, room rental and catering fees. The sliding scale discount will be applied to your room rental fees at the time of invoice. Any remaining charges should be paid within 30 days of the invoice date.

PARKING AND DIRECTIONS

PARKING GARAGE

Hours and Space Availability: The parking garage adjacent to the Monona Terrace Convention Center is open during all event hours. Overnight parking is not permitted unless advance arrangements are made with your event coordinator. On weekdays, there are 375 spaces available on a first-come, first-served basis. On weekends and weeknights after 5:00 p.m., there are 575 spaces available

There are two entrances into the parking garage: One is on John Nolen Drive, and the other is on Wilson Street (one-way westbound) at Carroll Street.

To park from Wilson Street: enter the left lane and go through the ticket gate that goes underground.

To park at short-term metered stalls or drop off at the front entrance: enter the right lane, going up onto the top level of the ramp. Follow the signs and exit back out onto Wilson Street.

SPECIAL PARKING ARRANGEMENTS

Should you decide to pay for parking for your guests, tallied parking passes may be ordered from your event coordinator at least 21 days prior to your event.

GETTING HERE:

From Chicago

Traveling on I-90 West
Exit Hwy. 12/18 West
Exit #263 - John Nolen Drive

From Milwaukee

Traveling on I-94 West
Exit I-90 East - toward Janesville
Exit Hwy. 12/18 West
Exit #263 - John Nolen Drive

From Minneapolis

Traveling on I-90/94 East
Exit Hwy. 12/18 West
Exit #263 - John Nolen Drive

There is only one exit ramp onto John Nolen Drive. Monona Terrace is two miles ahead. After the third intersection—Lakeside Street—merge into the right lane and Lake Monona will be on your right. At the next intersection—Broom Street—go straight and get into the right lane. Immediately after the lighted Monona Terrace marquee, turn right into the parking area. Stay to the right and go to one of the parking gates. The spiral entrance takes you into the parking structure from which you can access the main entrance of Monona Terrace.

If using a GPS device, please use these coordinates rather than “One John Nolen Drive”:

N43 4.167 W 89 22.966

You will arrive at the John Nolen Drive entrance to the Monona Terrace parking ramp.

From Highway 51 (East Washington Avenue)

Highway 151 (East Washington Avenue) goes toward the State Capitol. Approximately 2 blocks before the Capitol, turn left onto Blair Street. Drive 4 blocks and immediately before the next stoplight intersection, take a sharp right onto East Wilson Street. Merge into the left lane, travel two blocks, and keep going straight on Wilson Street at the King/Hancock Street intersection. Go two blocks and you'll see the Capitol on your right and the front of Monona Terrace on your left. Go one more block, and immediately after the tall, gray, historic state office building on your left and Carroll Street to your right, turn left at the sign into the Monona Terrace parking garage.

From the University of Wisconsin

From West Johnson Street, turn right onto Bassett Street. Follow Bassett Street six blocks, it curves to the left and becomes West Wilson Street. Go one block, turn right onto Broom Street, and immediately merge into the left lane. Go one block, turn left onto John Nolen Drive and immediately merge into the right lane. Immediately after the lighted Monona Terrace marquee, turn right into the parking area. Stay to the right and go to one of the parking gates. The spiral entrance takes you into the parking structure from which you can access the main entrance of Monona Terrace.

FOOD AND BEVERAGE SERVICES

Food and beverage service is provided by Monona Catering, the exclusive caterer for Monona Terrace. Monona Catering will provide a complete range of services to meet your food and beverage needs. The Monona Catering staff will work closely with you to address custom or ethnic menus, special dietary needs or a special theme. All food and beverage items must be ordered through Monona Catering. No food or beverage items may be brought in for an event by you or your guests with the exception of tiered wedding cakes created by Wisconsin-licensed and insured bakeries.

A signed Catering Event Order must be on file in the Monona Catering office a minimum of 14 days prior to the function date; otherwise ordered products and services cannot be guaranteed.

Due to our insurance regulations, no leftover food or beverage may be taken from the premises. At the conclusion of the function such food and beverage becomes the property of Monona Terrace and is donated to local shelters.

WEDDING CAKES

Clients may choose a Wisconsin-licensed and insured professional bakery to provide their *tiered* wedding cake. A cake-cutting fee is included as part of our wedding packages.

Cupcakes, sheet cakes and all other food items are not permitted to be brought in from an outside vendor.

Clients should instruct their bakery that they will be solely responsible for the timely delivery and setup of the cake, no later than one hour prior to event start time. All deliveries must be through the east loading dock freight entrance located off of John Nolen Drive.

Cake tops and bakery equipment, as well as all other personal items, must be removed at the completion of the event. No cake tops will be stored overnight.

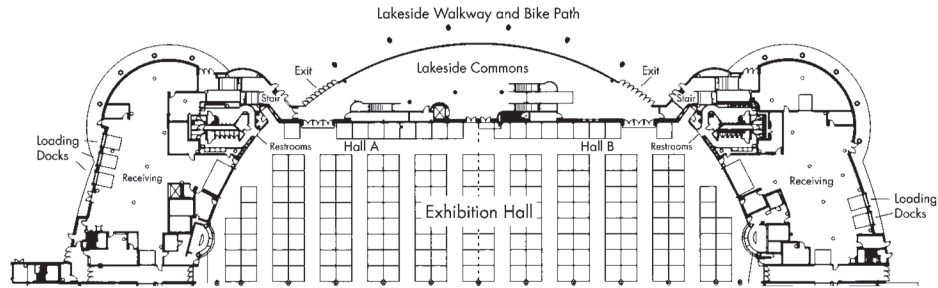
ALCOHOLIC BEVERAGES

Alcoholic beverages will not be served to persons under the age of 21 or persons who appear to be intoxicated. Monona Catering reserves the right to terminate the service of alcoholic beverages if the event is in violation of Federal, State, County or City laws relating to the service of alcoholic beverages or if deemed necessary for public safety reasons.

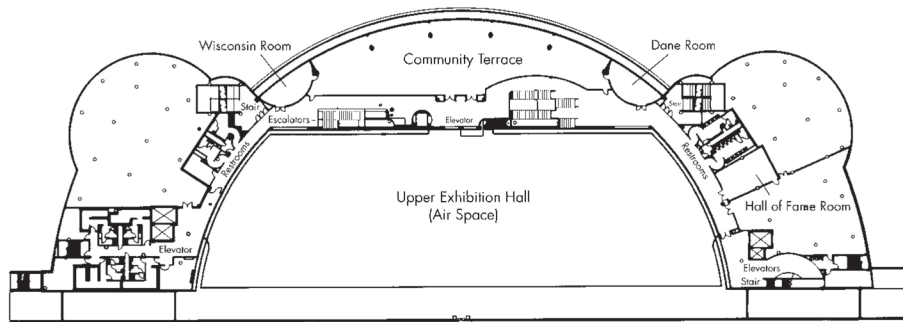
State law prohibits alcoholic beverages from being brought into an establishment covered under a State of Wisconsin Alcoholic Beverage License, such as Monona Terrace. State law prohibits the removal of any open container of alcoholic beverages from the licensed establishment.

BUILDING LAYOUT AND SAMPLE FLOOR PLANS

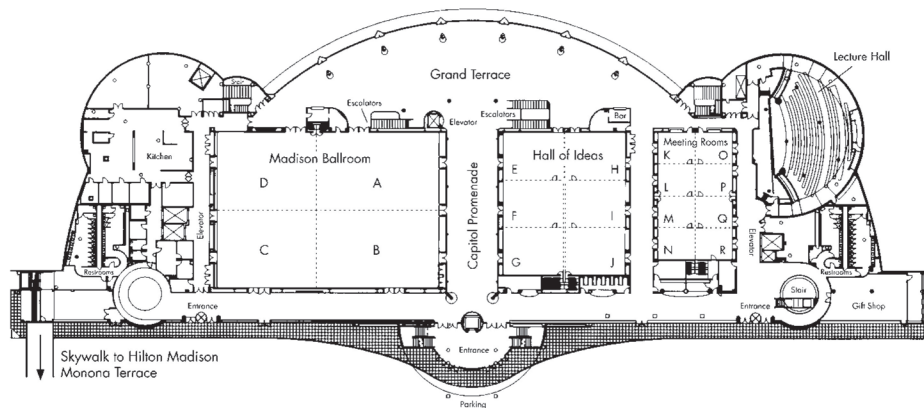
LEVEL 1 - LAKESIDE



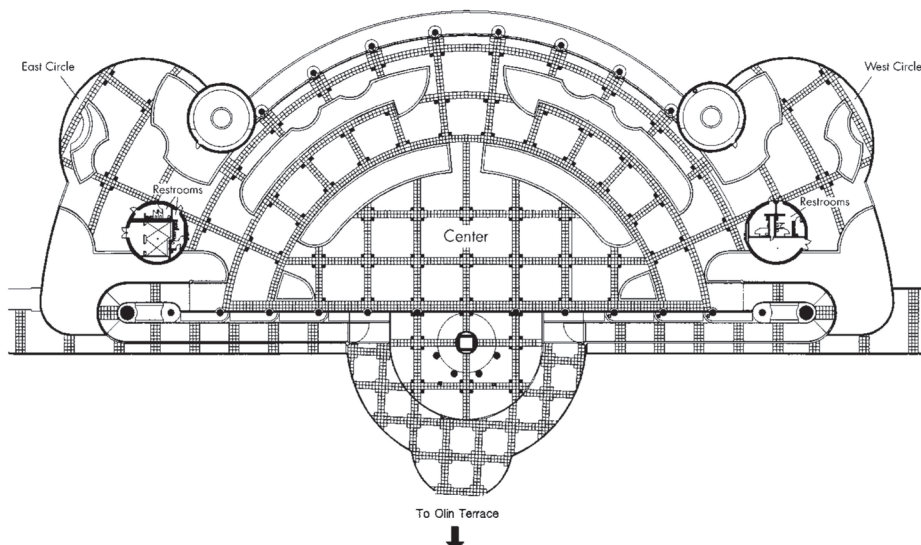
LEVEL 2 - MEZZANINE



LEVEL 4 - MEETING ROOMS/GRAND TERRACE



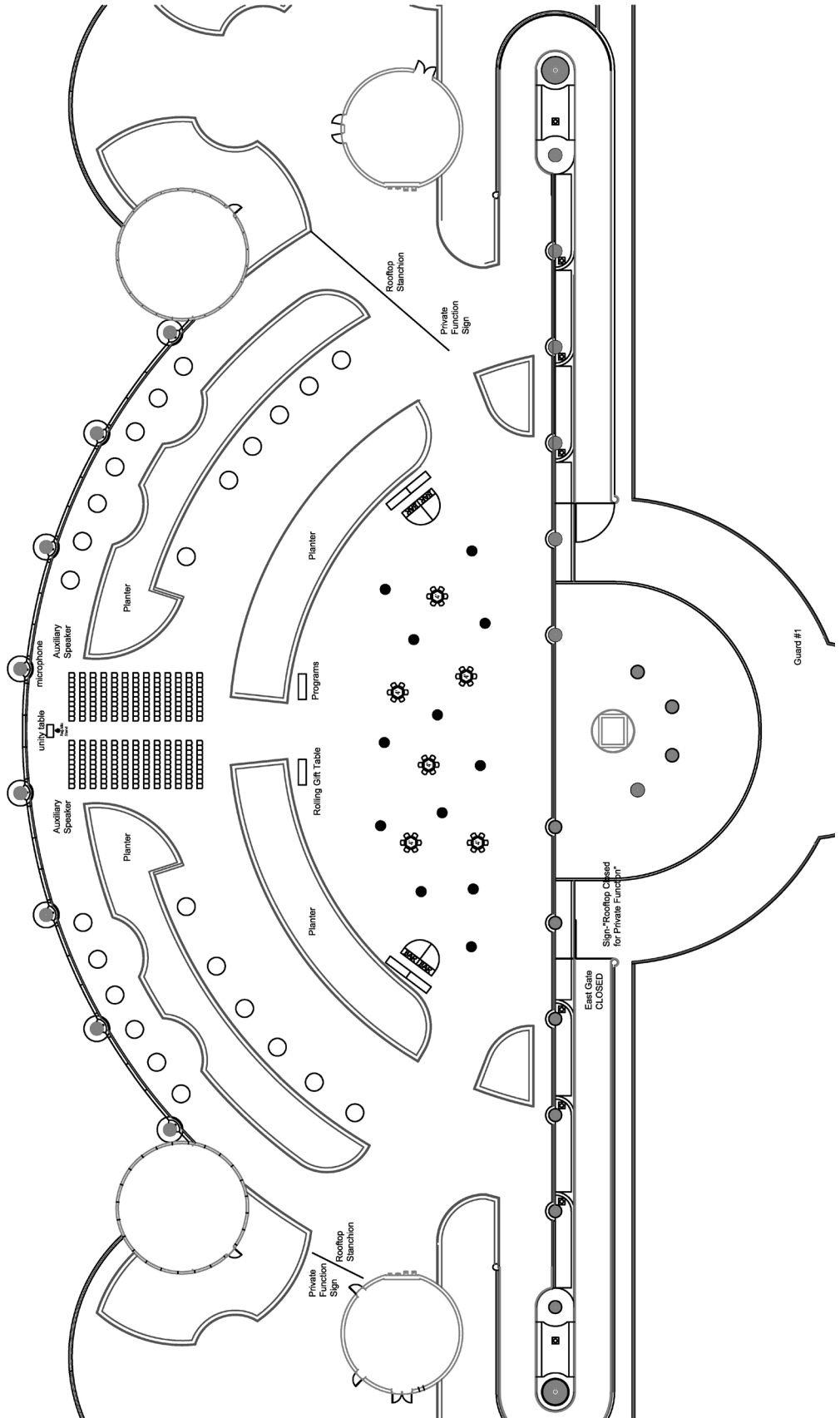
LEVEL 6 - ROOFTOP GARDENS



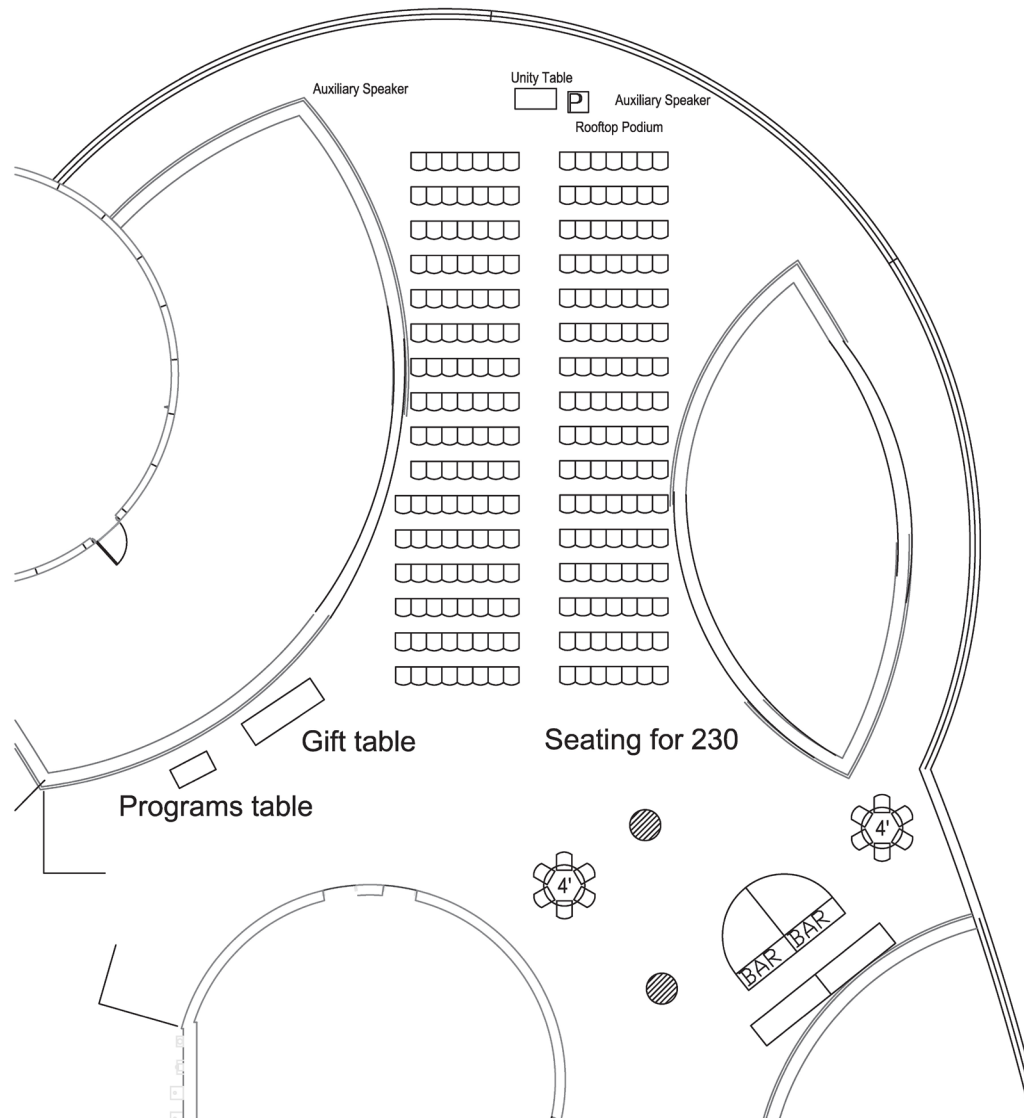
William T. Evjue Gardens
 Rooftop Center
 Ceremony & Cocktails
 Theater seating for 260

Lake Monona

Lake Monona



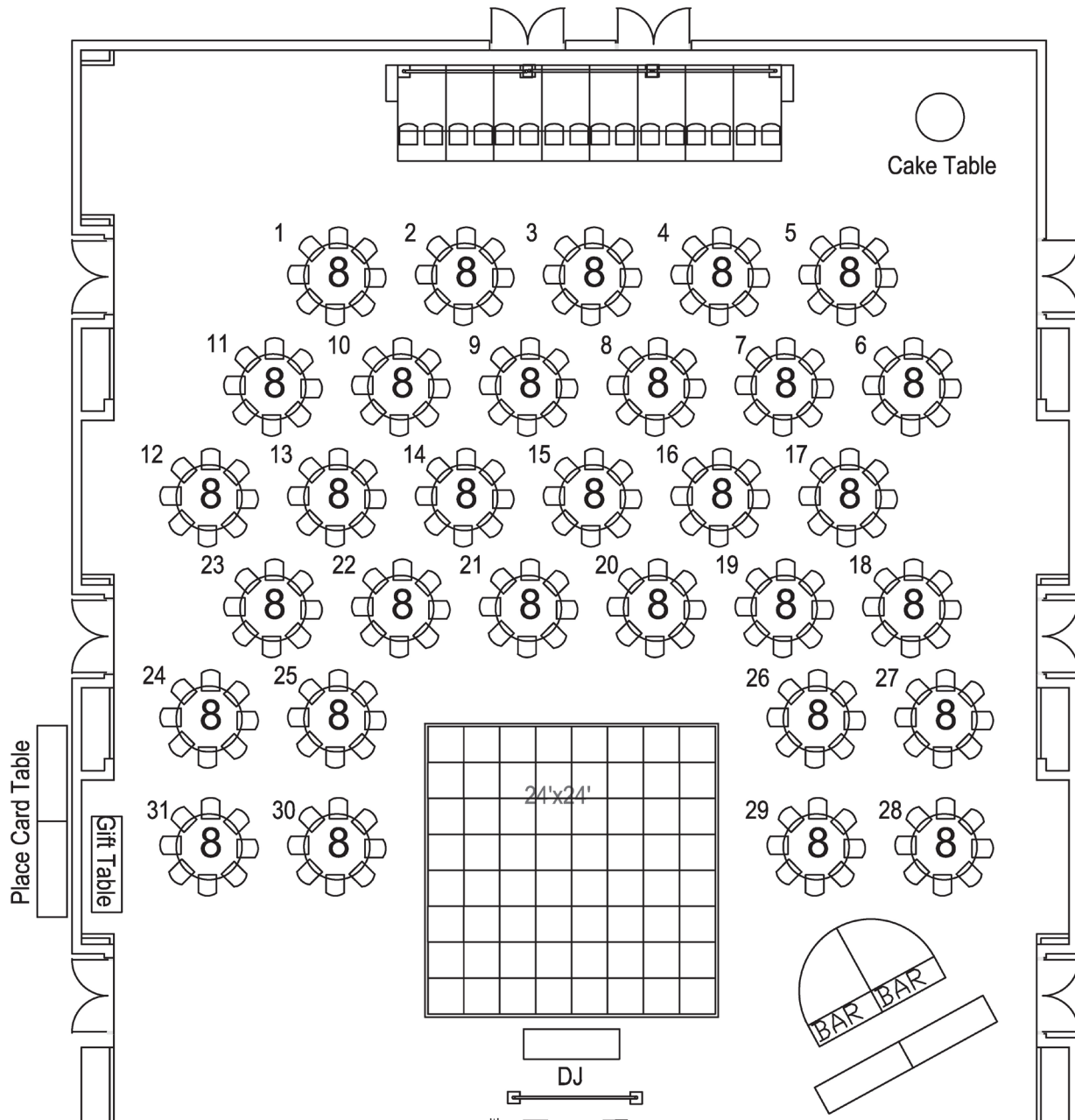
William T. Evjue Gardens Rooftop West Circle Seating for 230



Hall of Ideas

31 Rounds of 8, Seating for 248

Head table for 16



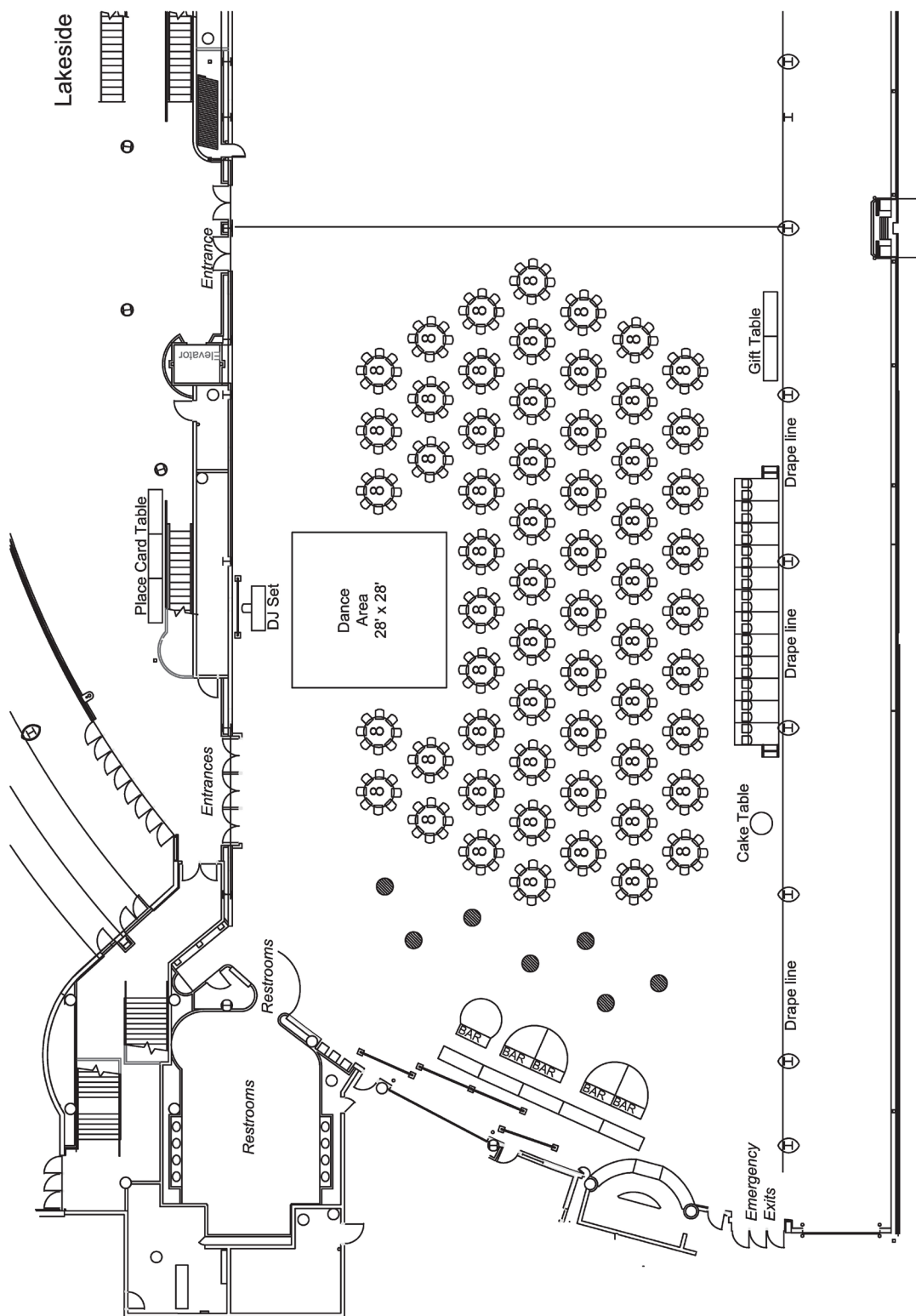
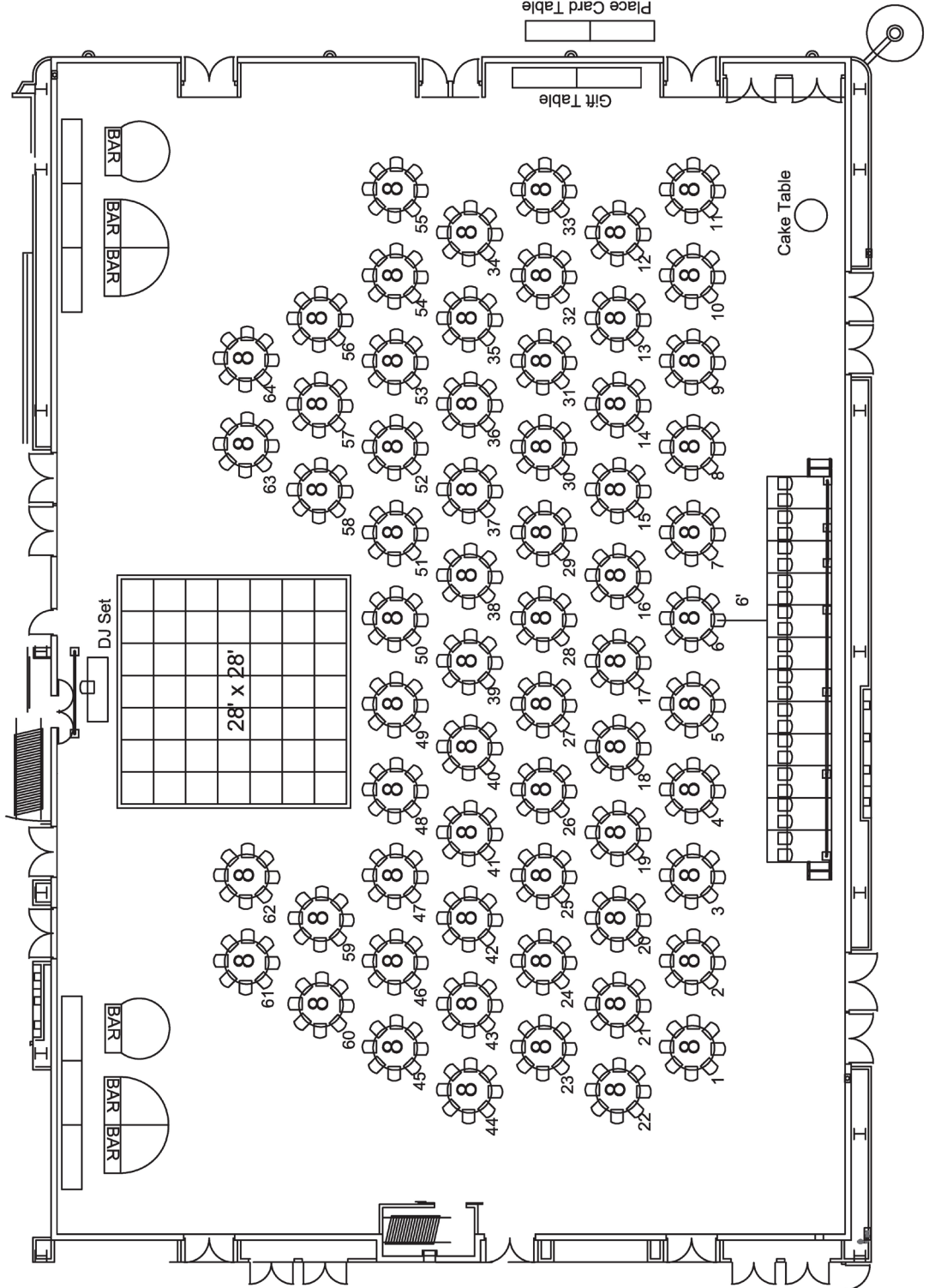


Exhibit Hall A
 60 rounds of 8, seating for 480
 Head table for 24

Madison Ballroom (A,B,C,D)

64 Rounds of 8, Seating for 512

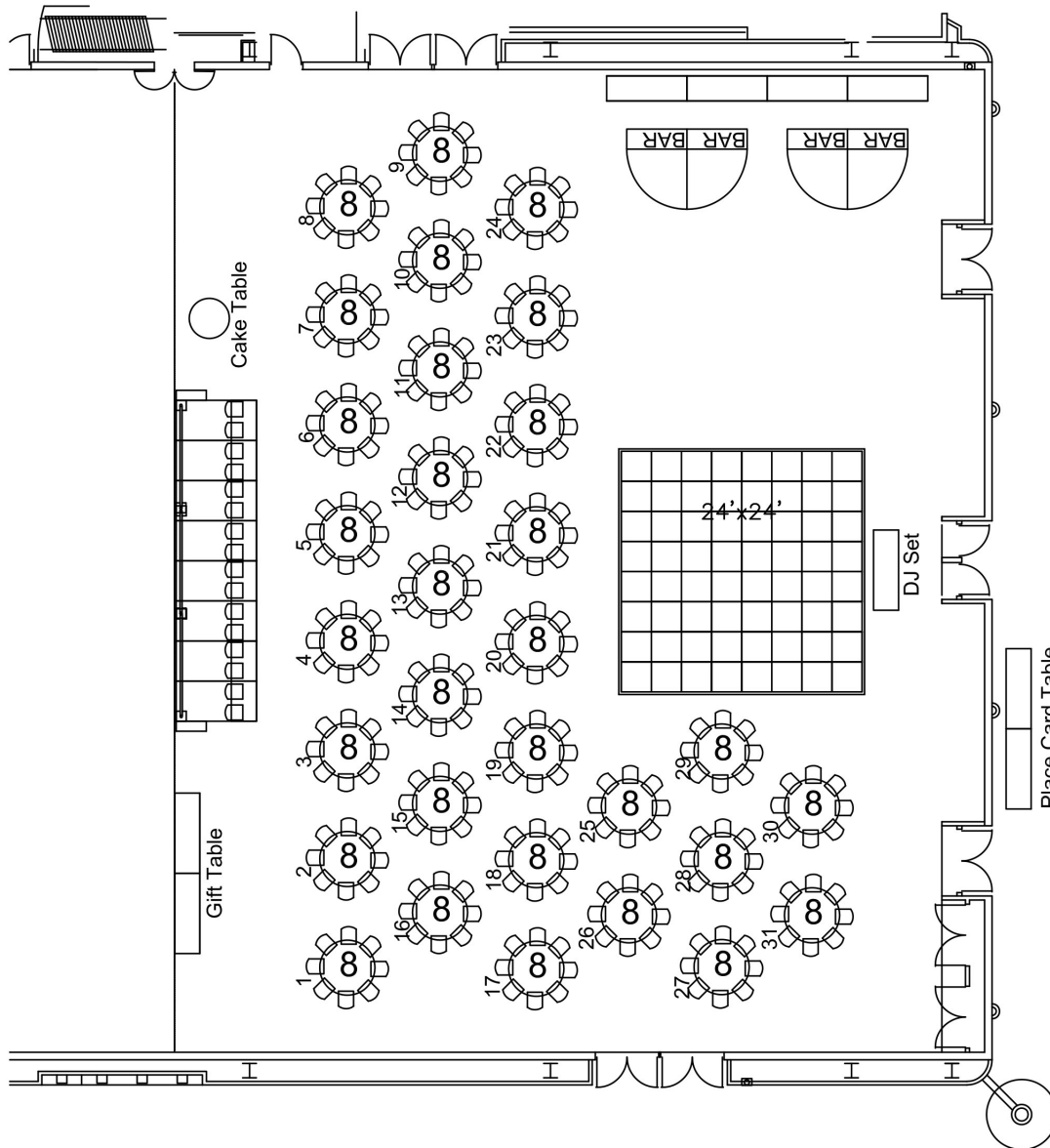
Head table for 24



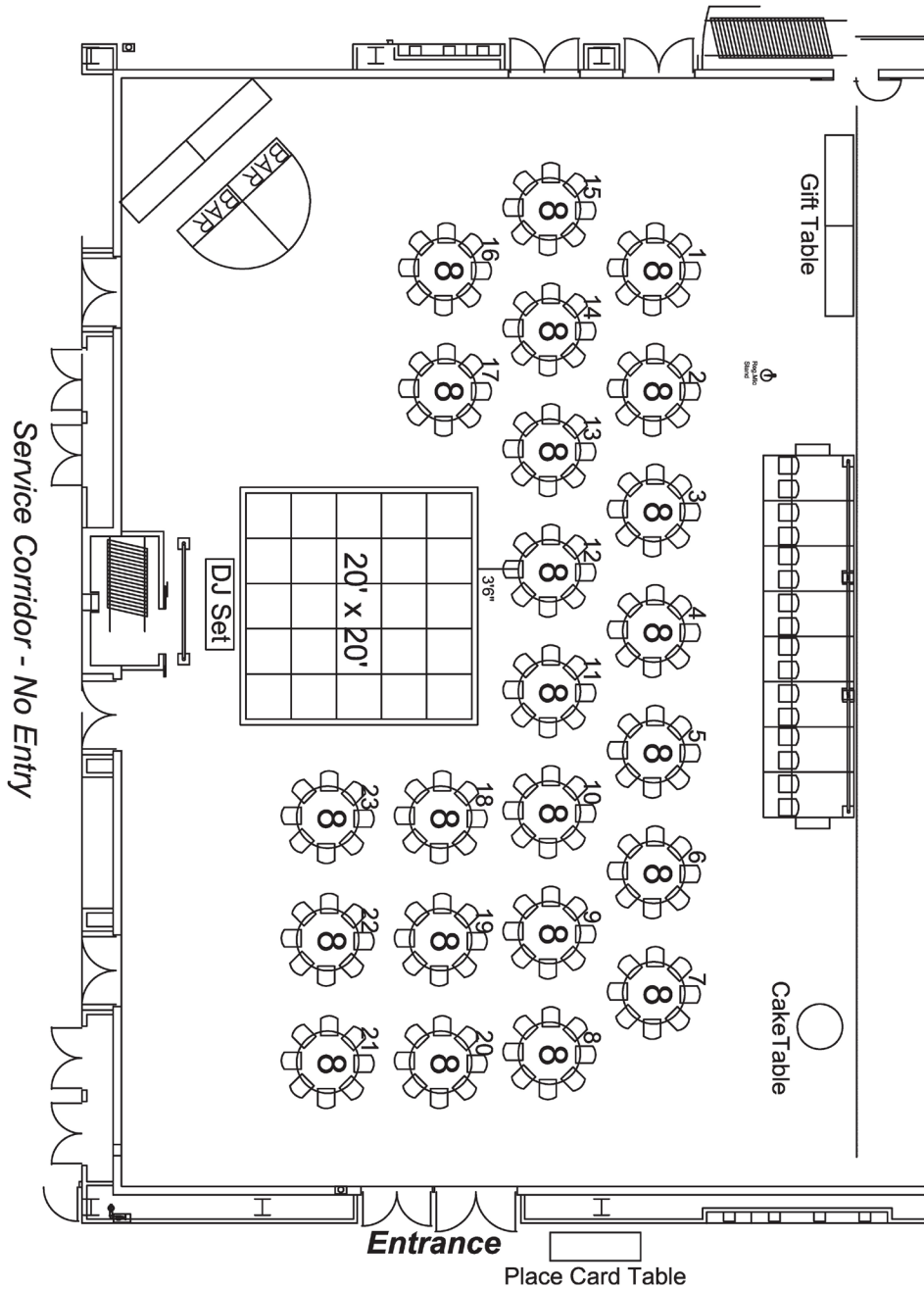
Ballroom AB

31 Rounds of 8, Seating for 248

Head table for 16



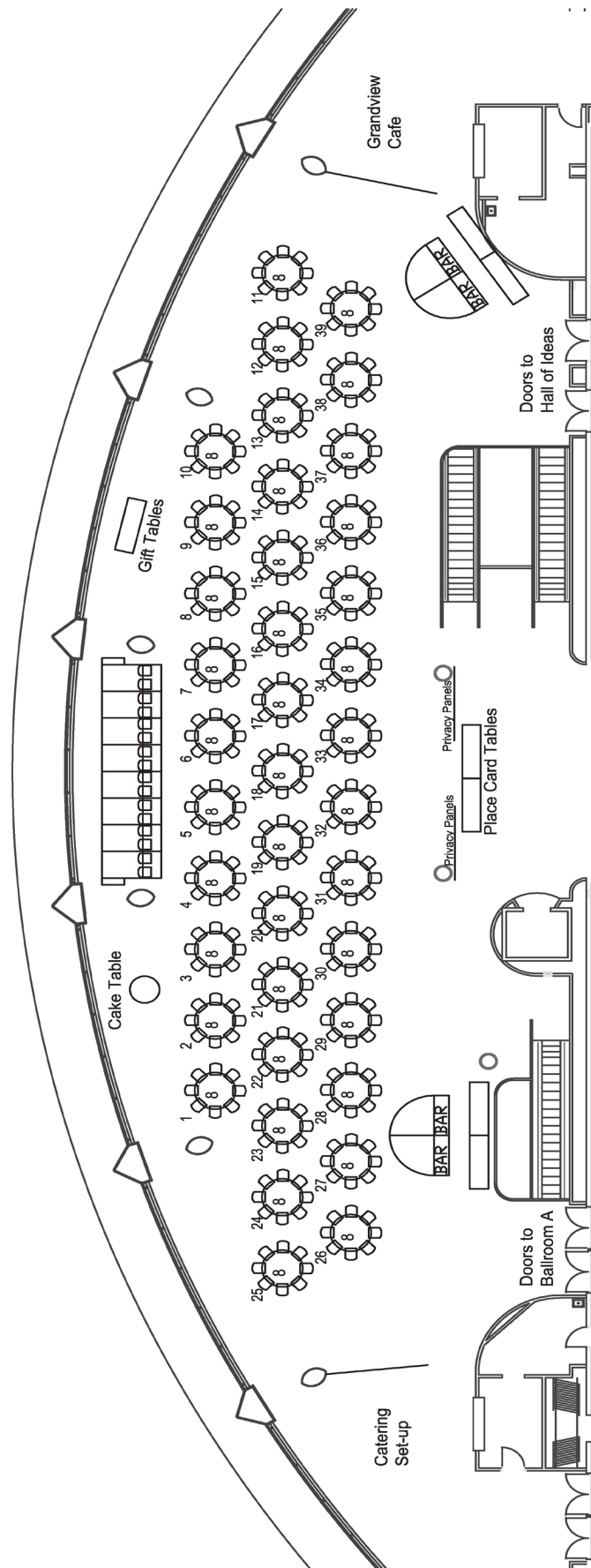
Ballroom CD
23 Rounds of 8, Seating for 184
Head table for 16



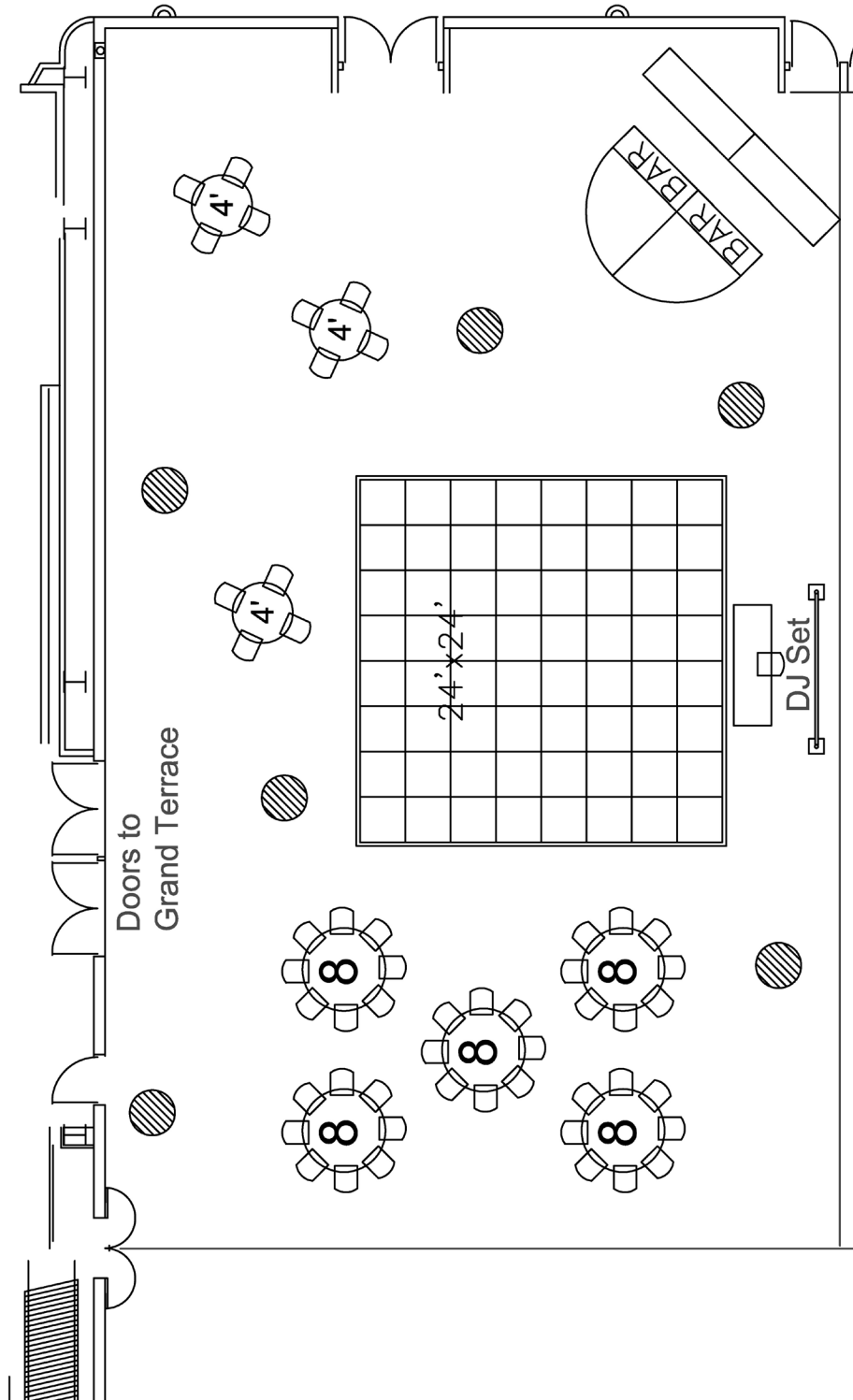
Grand Terrace

39 Rounds of 8, Seating for 312

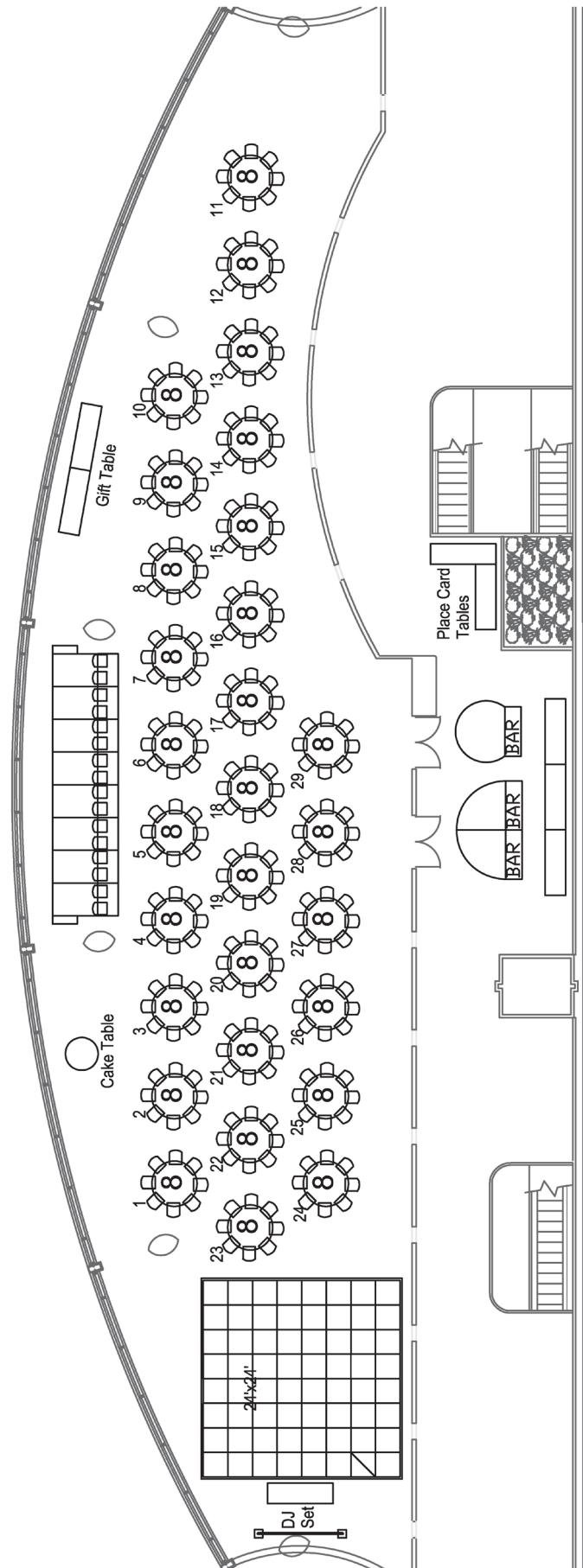
Head table for 16



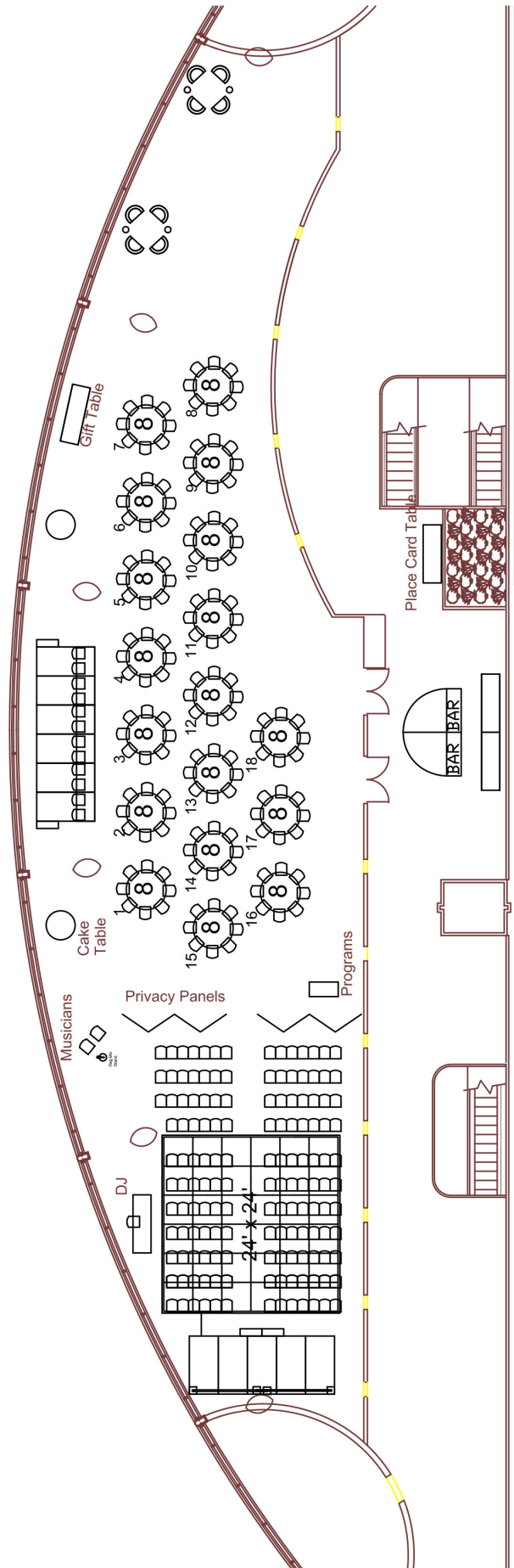
Ballroom A Dance Set



Community Terrace
 29 rounds of 8, Seating for 232
 Head table for 16



Community Terrace
 Ceremony & Reception
 Ceremony Seating for 146
 Head table for 12
 Total Seating for 156





ONE JOHN NOLEN DRIVE • MADISON, WISCONSIN 53703

TEL 608.261.4000 • FAX 608.261.4049 • TTY 711 (LOCAL) OR 800.947.3529

www.mononaterrace.com