



U.S. Cellular Arena TECHNICAL MANUAL

Version 1.0



General specifications

Dimensions

| | |
|--------------------------------------|----------------|
| Main floor - gross square feet | 24,000 |
| Floor dimensions | 105' X 234' |
| Ice rink maximum dimensions | 200' x 85' |
| Ceiling height (floor to high steel) | 95' |
| Arena Exhibit Hall | 17,340 sq. ft. |

Seating capacities

(maximums - without production kills)

| | |
|-------------------------------------|--------|
| Maximum with G.A. floor | 12,148 |
| End concert (360° sightlines) | 11,466 |
| End concert (270° sightlines) | 9,858 |
| End concert (180° sightlines) | 8,509 |
| End concert (120° sightlines) | 7,910 |
| Concert in the round | 11,848 |
| Half-house | 6,368 |
| Ice Show | 6,689 |
| Boxing/wrestling | 12,146 |
| Basketball | 11,119 |
| Soccer | 9,600 |
| Hockey | 9,652 |
| Open floor (permanent seating only) | 8,910 |

Floors/surfaces

| | |
|---------------------|--------------------------------|
| Main floor | Concrete |
| Floor load capacity | 450 lbs./sq. ft. |
| Concourse floors | high-impact tile |
| Soccer turf | MISL dimensions & markings |
| Basketball floor | NBA/NCAA dimensions & markings |

Ice

| | |
|---------------------------------------|--|
| Permanent in-house ice-making ability | yes |
| Ice rink maximum dimensions | 200' x 85' |
| Ice maintenance equipment | (1) Zamboni on site, (1) backup Zamboni available |

Portable stage

| | |
|---------------------------|---------------|
| Stage Rite® rolling stage | built to suit |
|---------------------------|---------------|

Rigging

| | |
|--|-----------------------------|
| 24' x 24' main steel bays | 8,000 lbs./point main steel |
| 12' x 12' secondary grid | 4,000 lbs./point secondary |
| Ceiling load capacity | 450,000 lbs. total* |
| *Restrictions apply; see your Event Services Manager for details | |

Electrical Power

| | |
|--|---|
| Show power | |
| 600 Amp, 120/208V, 3 phase @ north end | 4 |
| 600 Amp, 120/208V, 3 phase @ south end | 2 |
| Exhibitor or ancillary power | 120/208V AC (available at main floor side wall locations, concourses and in Arena Exhibit Hall) |
| Shore power available | yes |

House Sound

| | |
|---------------|---------------------|
| Total output | 29,200 Watts |
| Amplifiers | (26) Crown® Tri-Amp |
| Speakers | (26) X-Array® 3-Way |
| Configuration | Zoned multi-cluster |

Lighting

| | |
|--|----------|
| Sports lights | |
| 4000° K (CRI 65) metal halide fixtures w/ shutters | 108 |
| • 11 million lumens total output | |
| • Average 150+ footcandle horizontal reading, 110 footcandles to main camera location | |
| • 1:1.3 uniformity ratio | |
| • 2 second shutter open/close for near-instant “lights on” or blackout | |
| 1000W floodlights | 164 |
| 1600W Supertrouper follow spots | 6 |
| Supertrouper carbon arc follow spots | 4 |
| Incandescent work lights | dimnable |

Scoreboard

| | |
|---|--|
| Make | Whiteway |
| • Four sided, center-hung | |
| • Fully variable scoring configurations | |
| High trim (bottom edge to floor at maximum elevation) | 68' |
| Slave boards | 2 |
| Video | (4) 7.5' H x 10' W Toshiba Video Walls |
| Video production format | Beta SP (broadcast) |
| Video support | full production crew |
| Video monitors | (30) 27" monitors in concourses |

Load-in

| | |
|-----------------------|----------------------|
| Loading docks | 2 (10' 6" H x 23' W) |
| Drive-on floor access | yes |

Dressing rooms

| | |
|---|---|
| Star dressing rooms with private baths/showers | 2 |
| Team dressing rooms w/ bathrooms and club showers | 2 |
| Chorus dressing rooms w/ bathrooms and club showers | 2 |
| Green Room | 1 |

Media/catering room

| | |
|--|------------------------|
| Dimensions | 120' 0" x 24' 0" |
| Ceiling height | 8' (suspended ceiling) |
| Features/amenities: | |
| Lighted briefing area; permanent, in-house sound system; permanent TV monitors; permanent kitchenette w/ commissary access; abundant AC, phone & data jacks. | |

Other

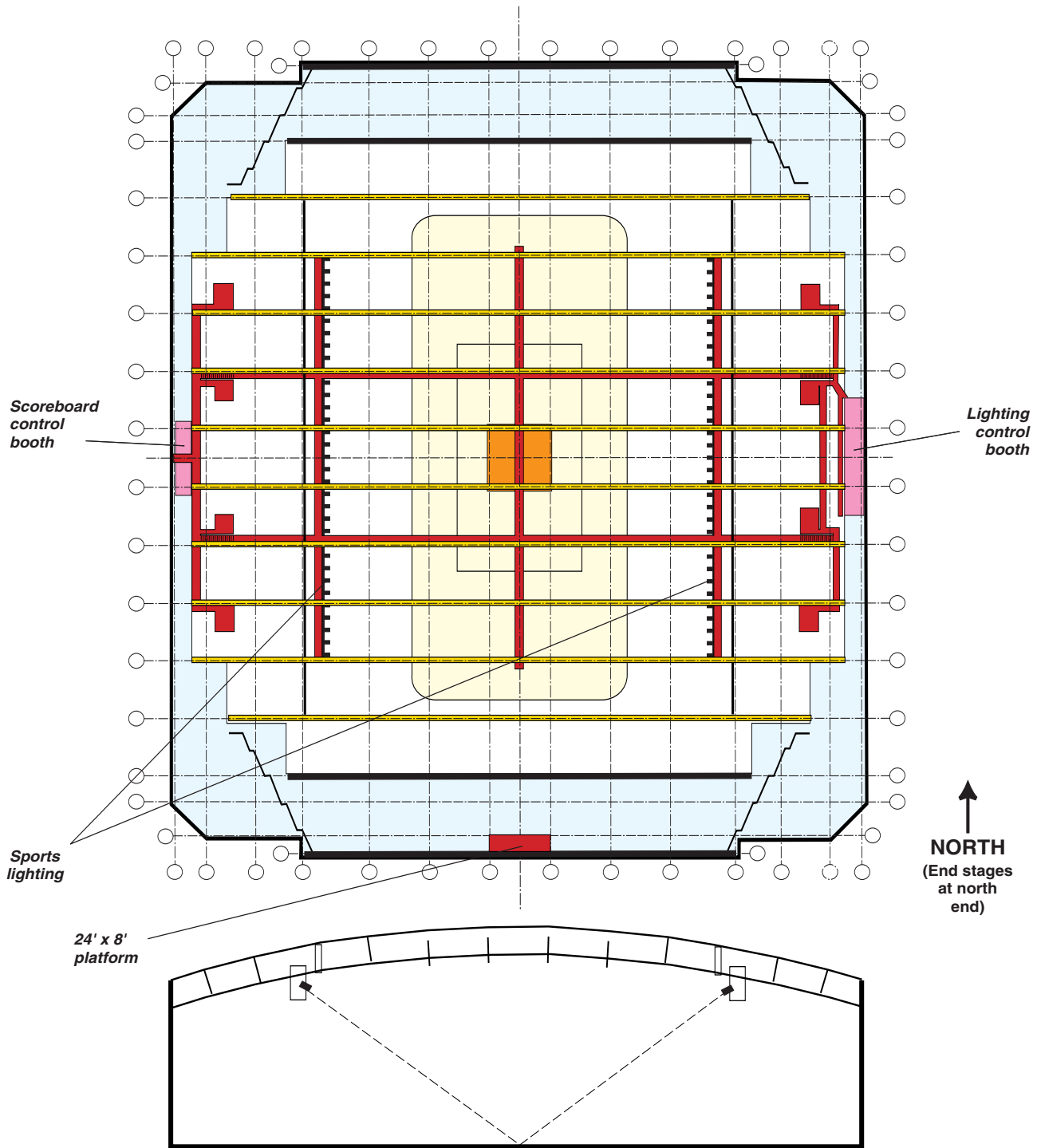
| | |
|---------------------------------|---|
| Concession stands | 8 built-in (Specialty and portable concessions available) |
| Restrooms | (5) male, (5) female, (2) “family” |
| Show management office w/ phone | yes |
| Water & drains for lasers | yes |
| Basketball goals (new) | BPI 8000 |
| Elevators | 1 passenger to main, lobby and floor levels |
| On-site truck/bus parking | yes (limited - see your Event Services Manager for availability) |

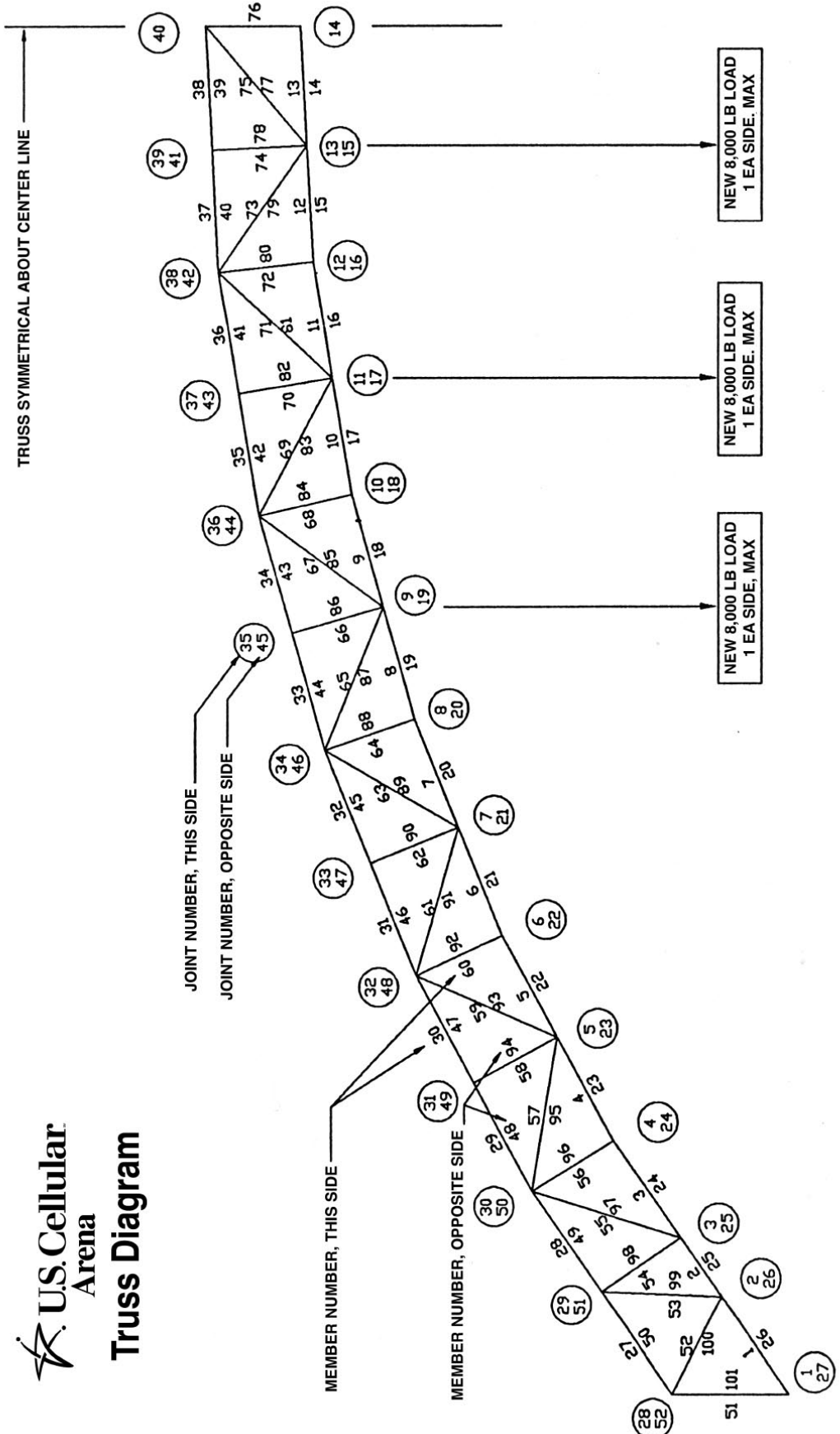
Catwalk diagram



Catwalk Diagram

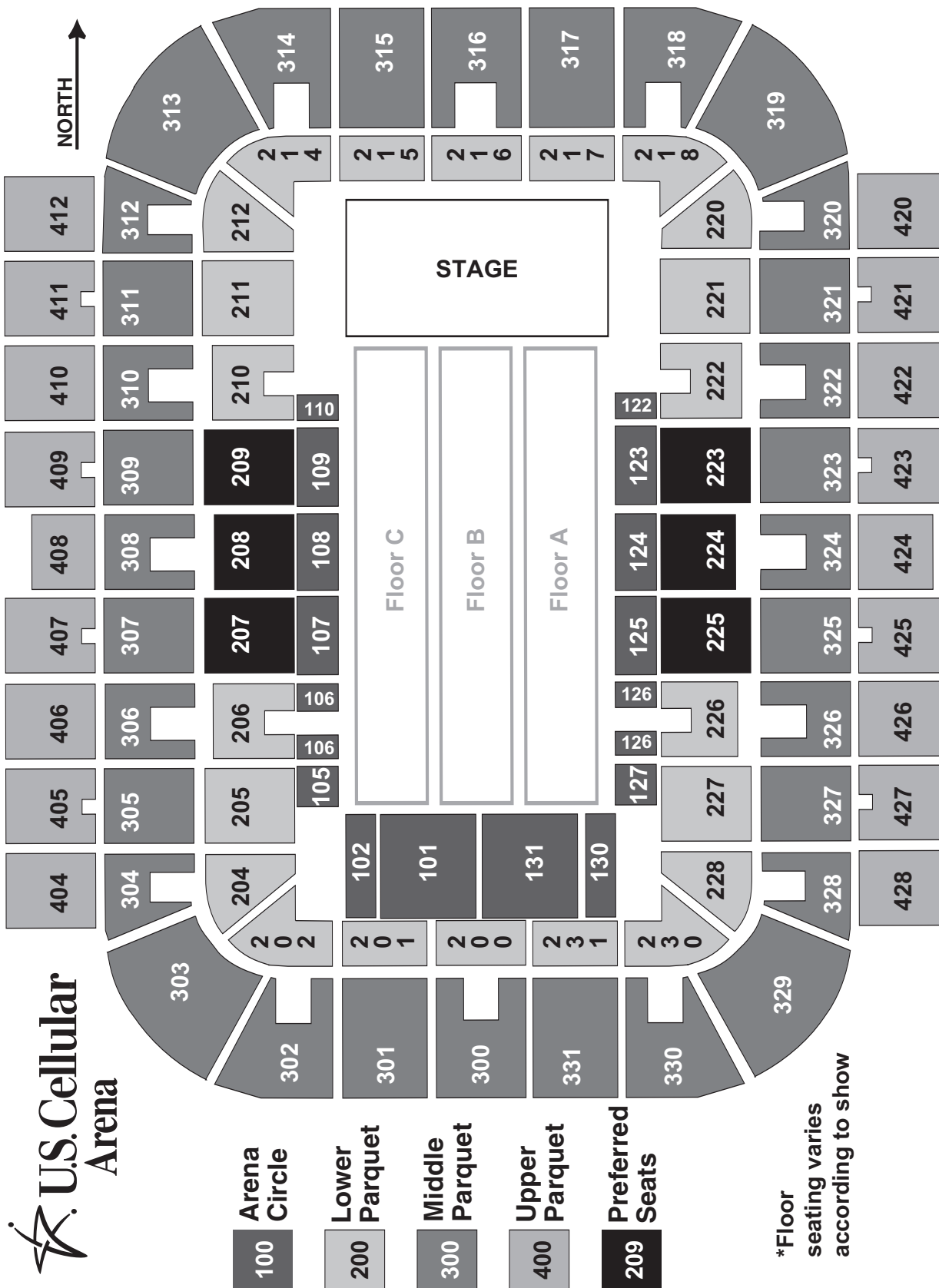
- Catwalks & platforms
- Control booth
- Event floor
- Riggable main trusses
- Scoreboard 25' x 25'
- Secondary steel 12' x 12' grid



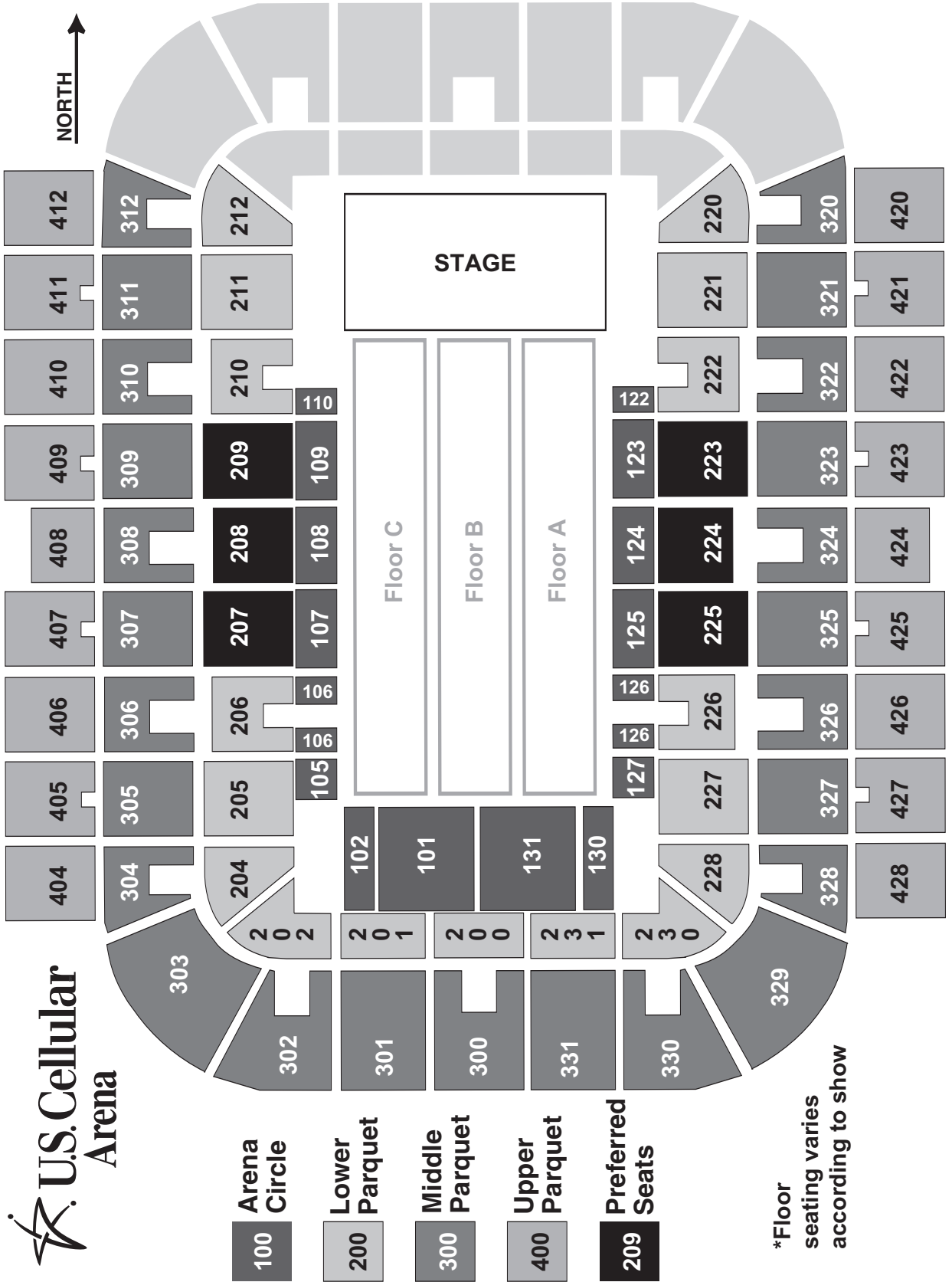


End stage - 360° seating

END CONCERT WITH 360° SIGHTLINES: 11,466 CAPACITY

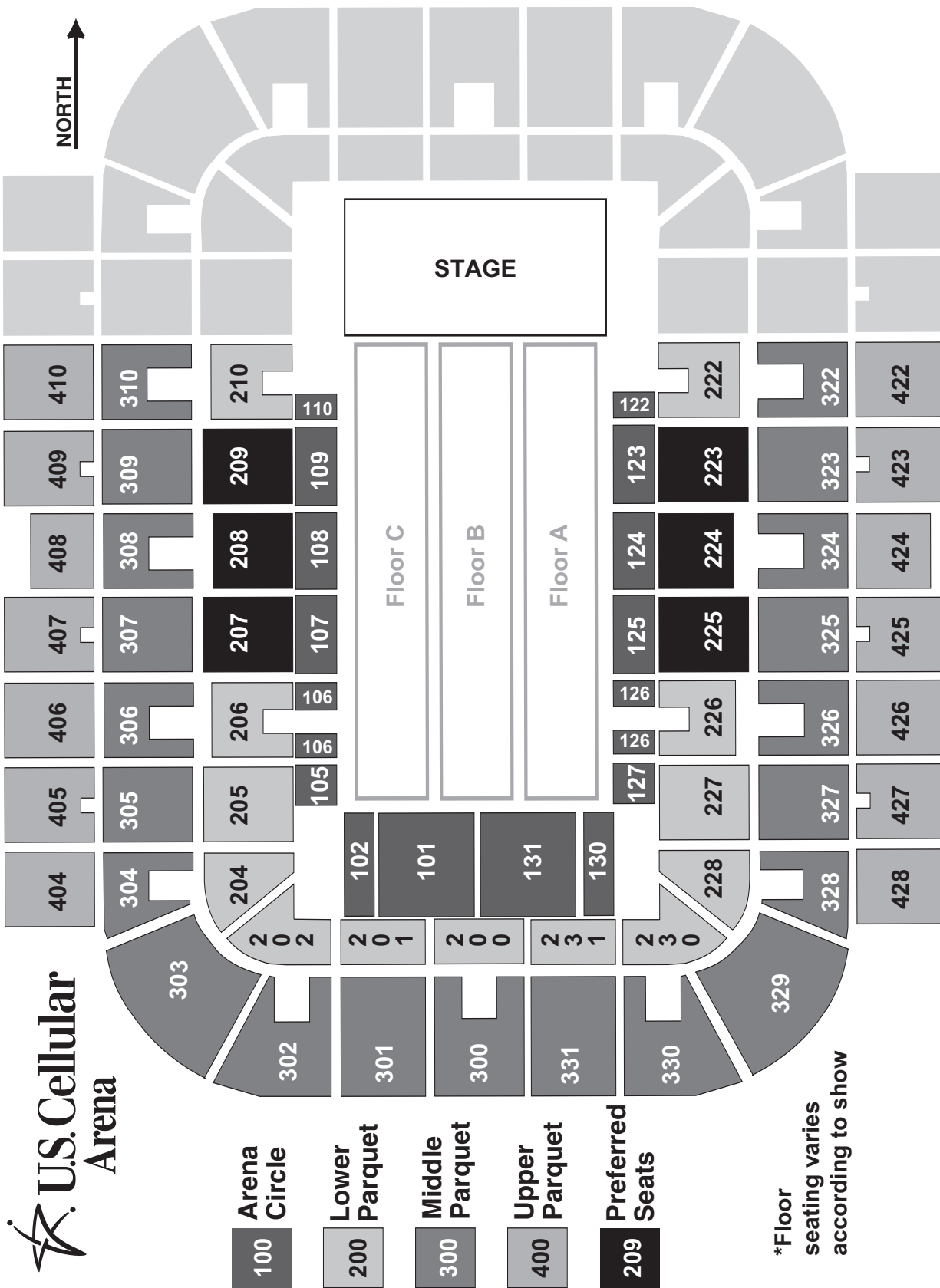


END CONCERT WITH 270° SIGHTLINES: 9,858 CAPACITY

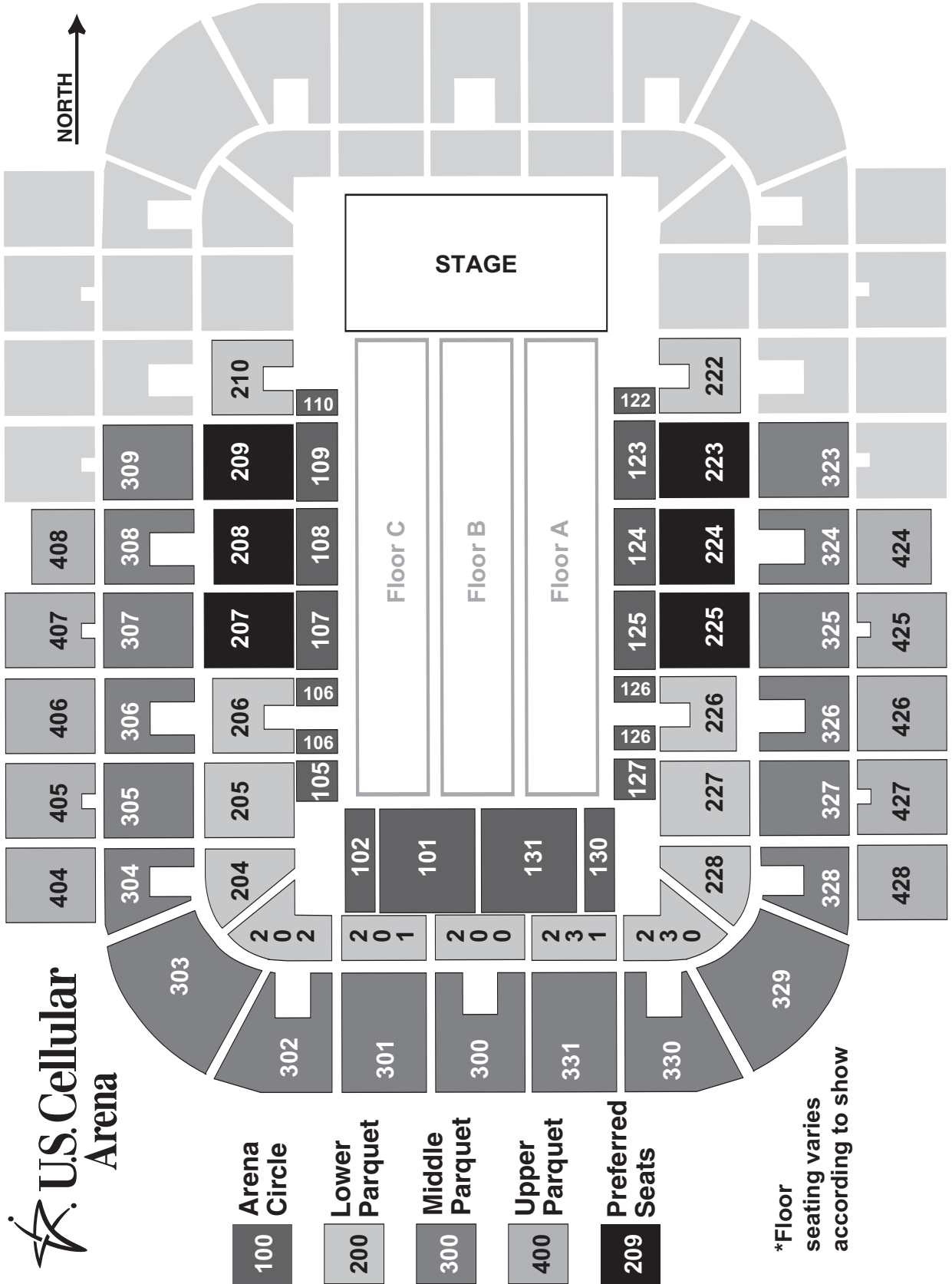


End stage - 180° seating

END CONCERT WITH 180° SIGHTLINES: 8,509 CAPACITY

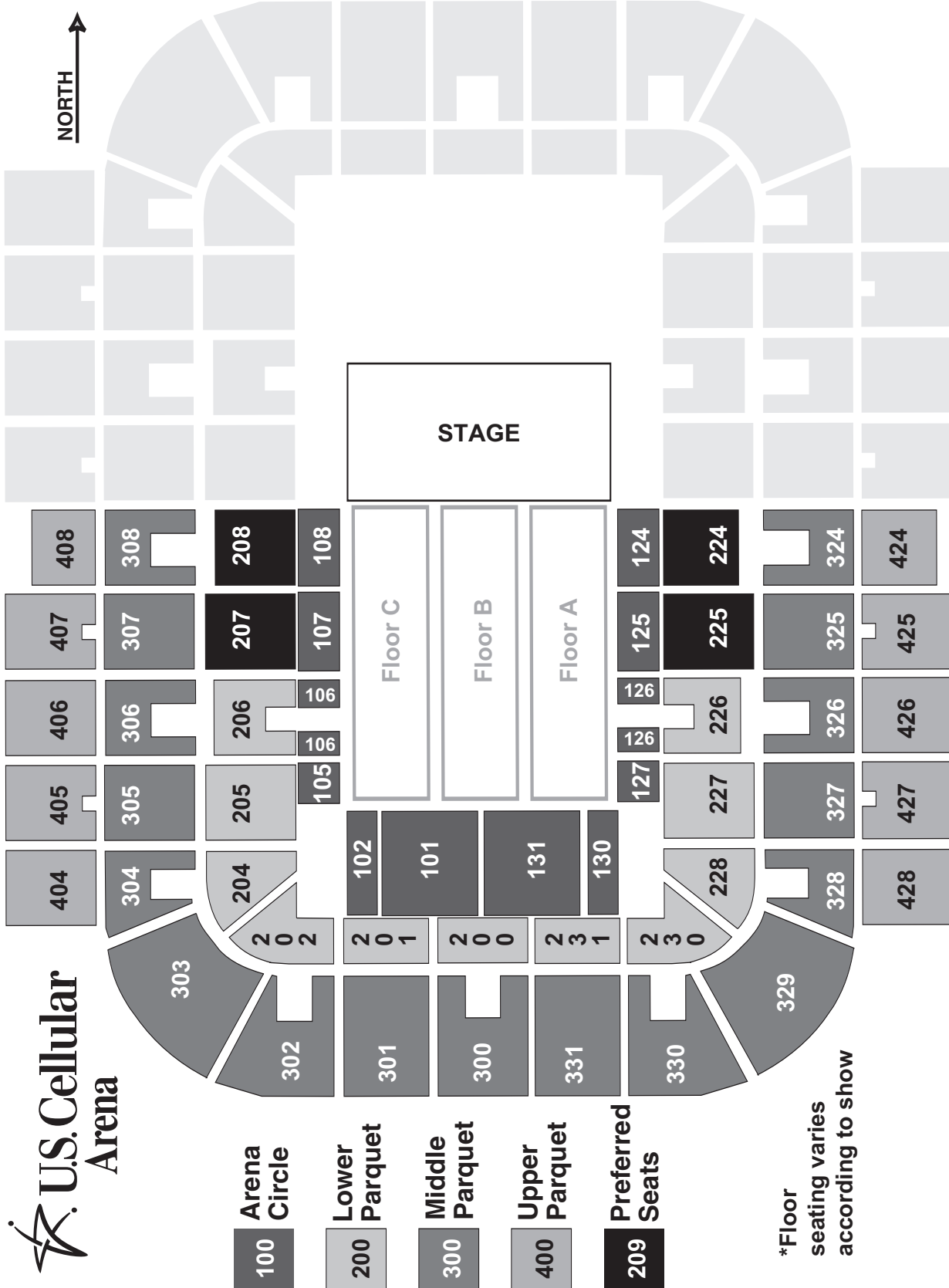


END CONCERT WITH 120° SIGHTLINES: 7,910 CAPACITY



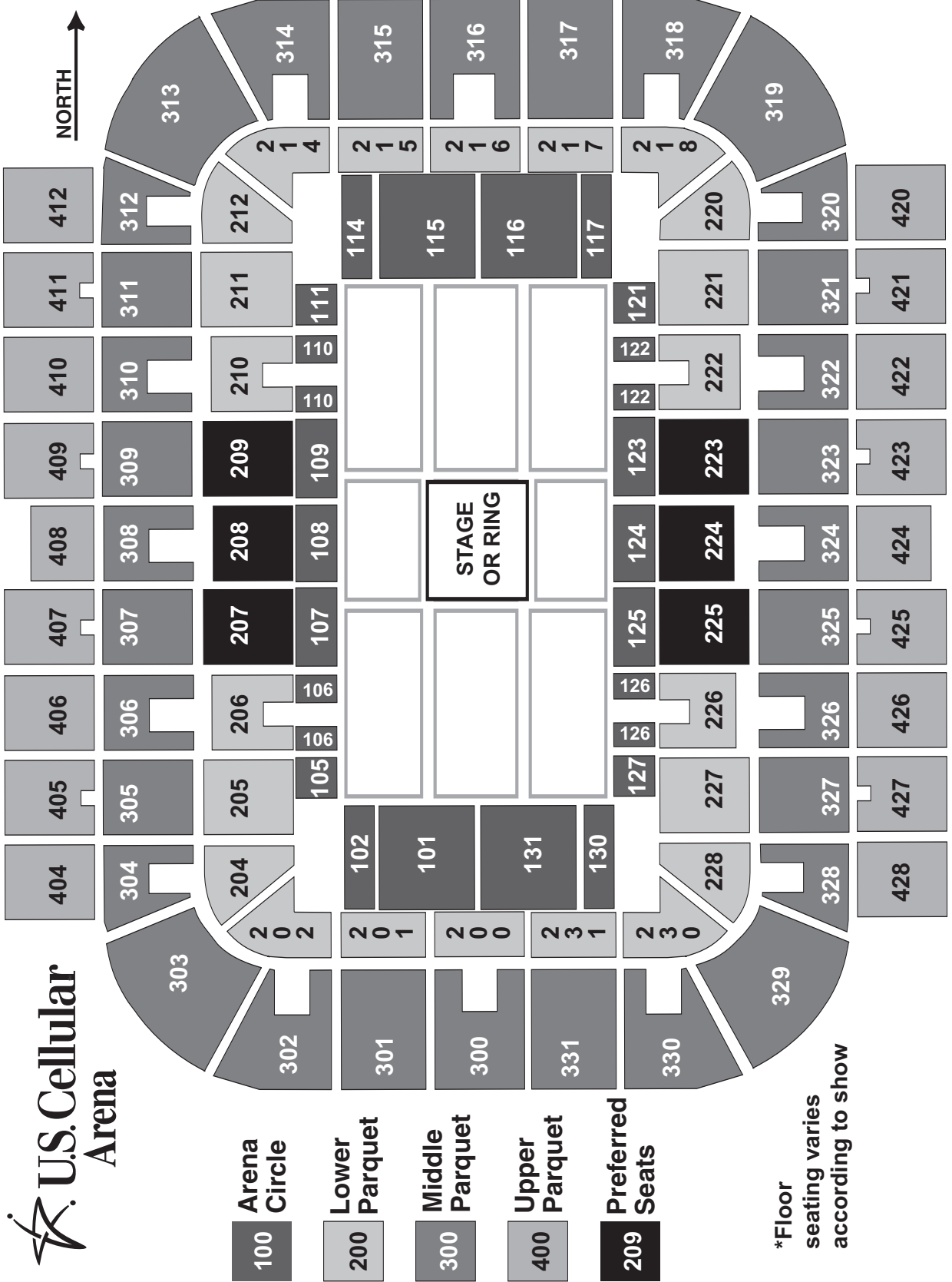
Half house

HALF-HOUSE: 6,368 CAPACITY



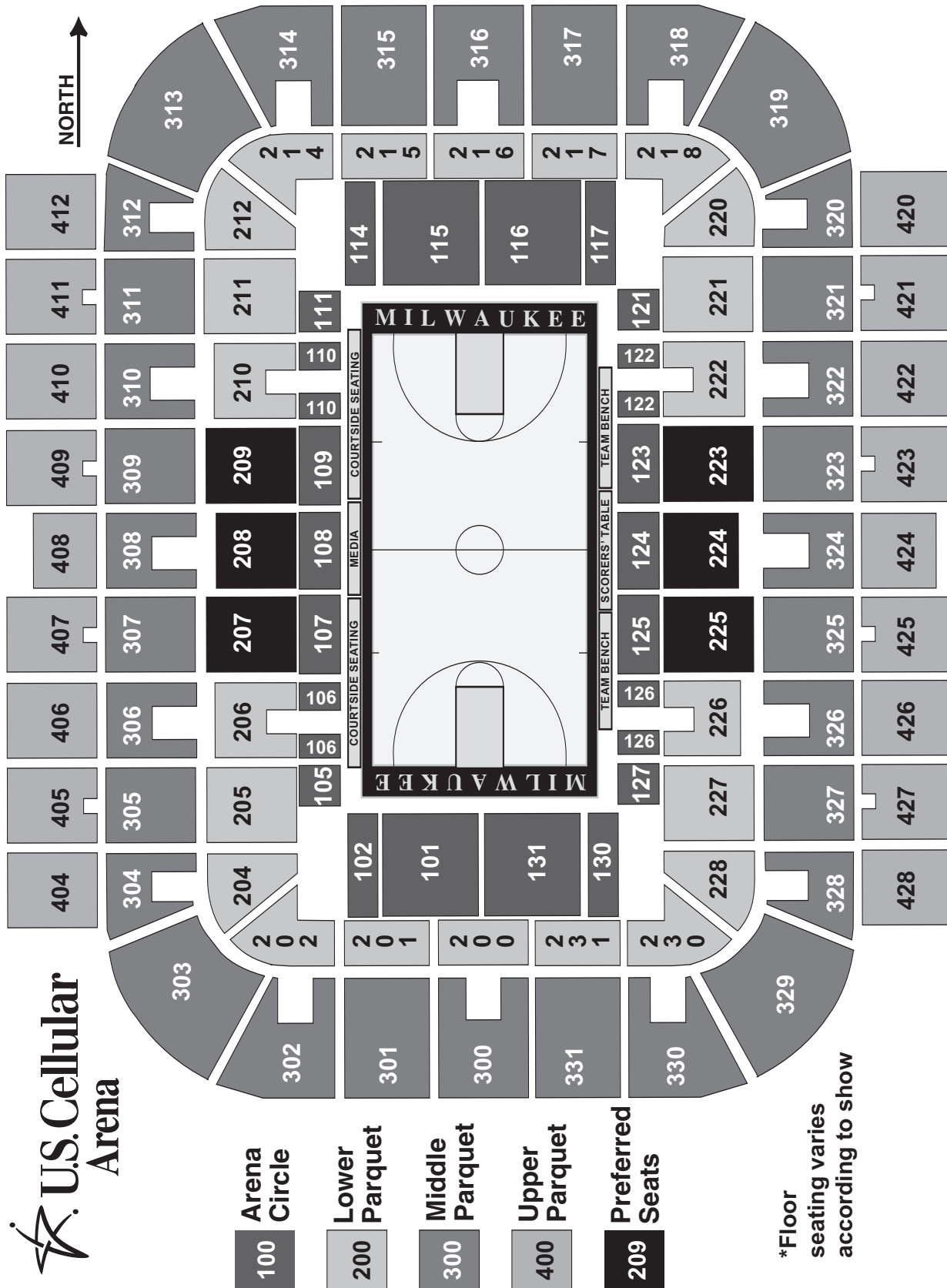
Concert in the round/boxing/wrestling

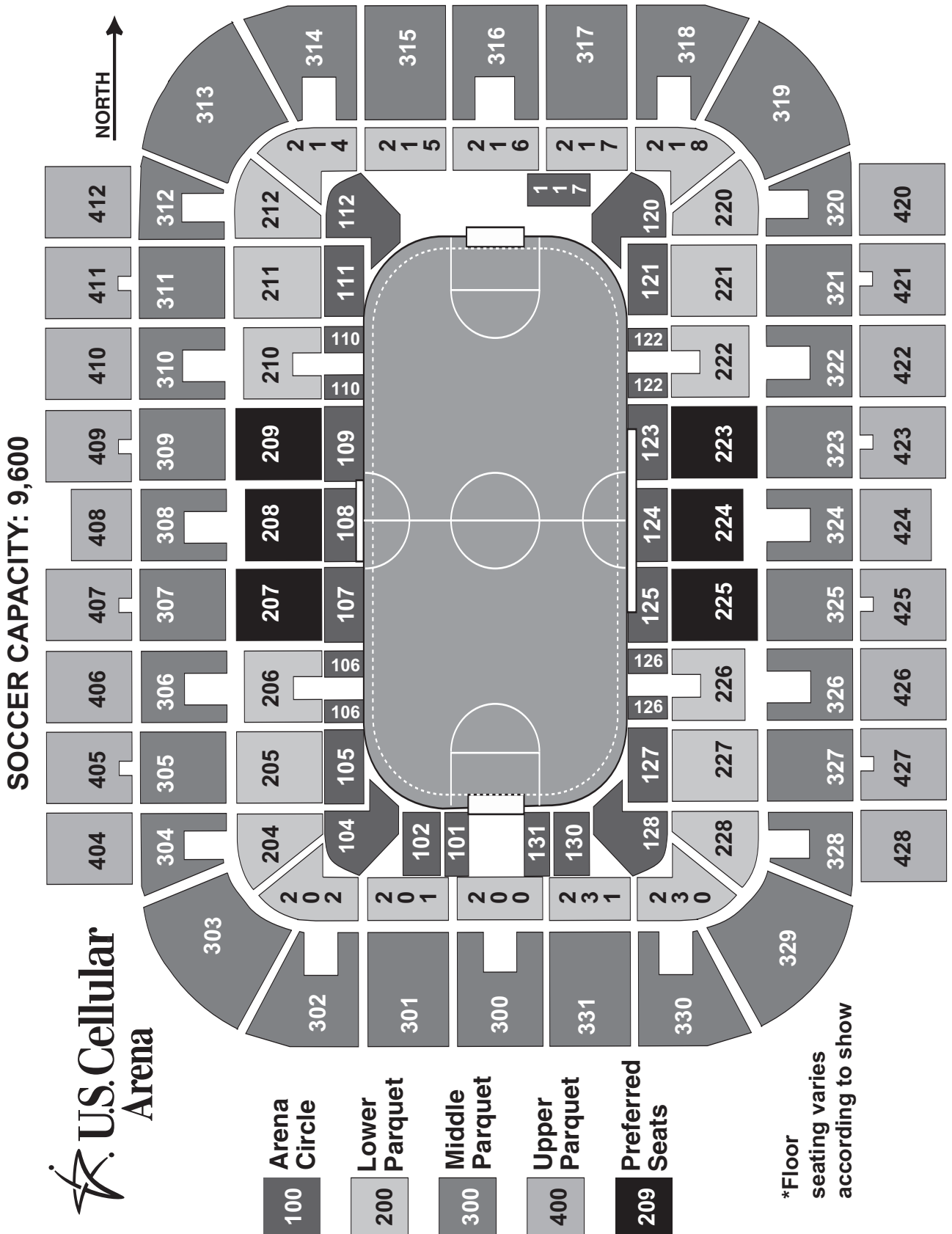
CONCERT IN THE ROUND CAPACITY: 11,848 BOXING/WRESTLING CAPACITY: 12,146



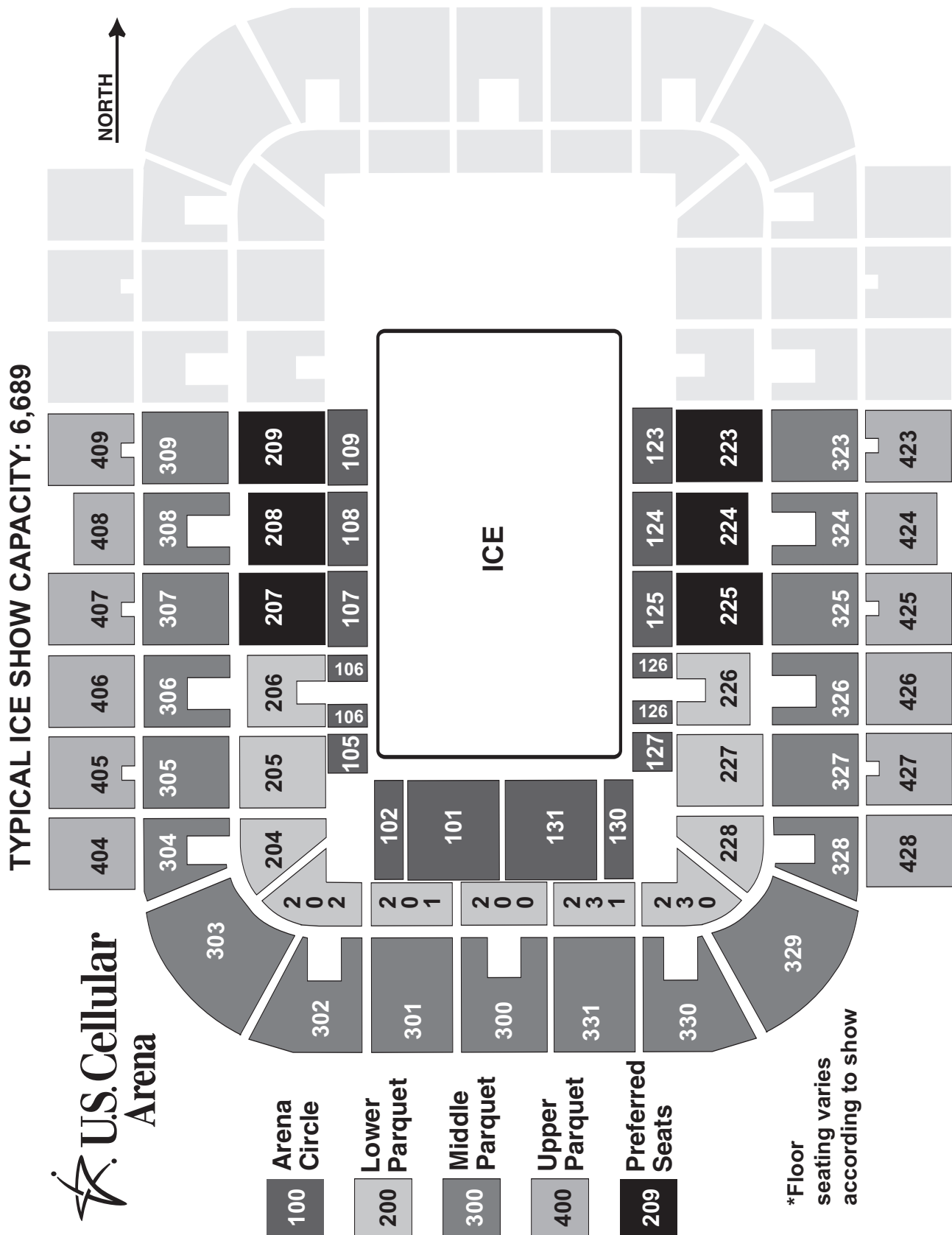
Basketball

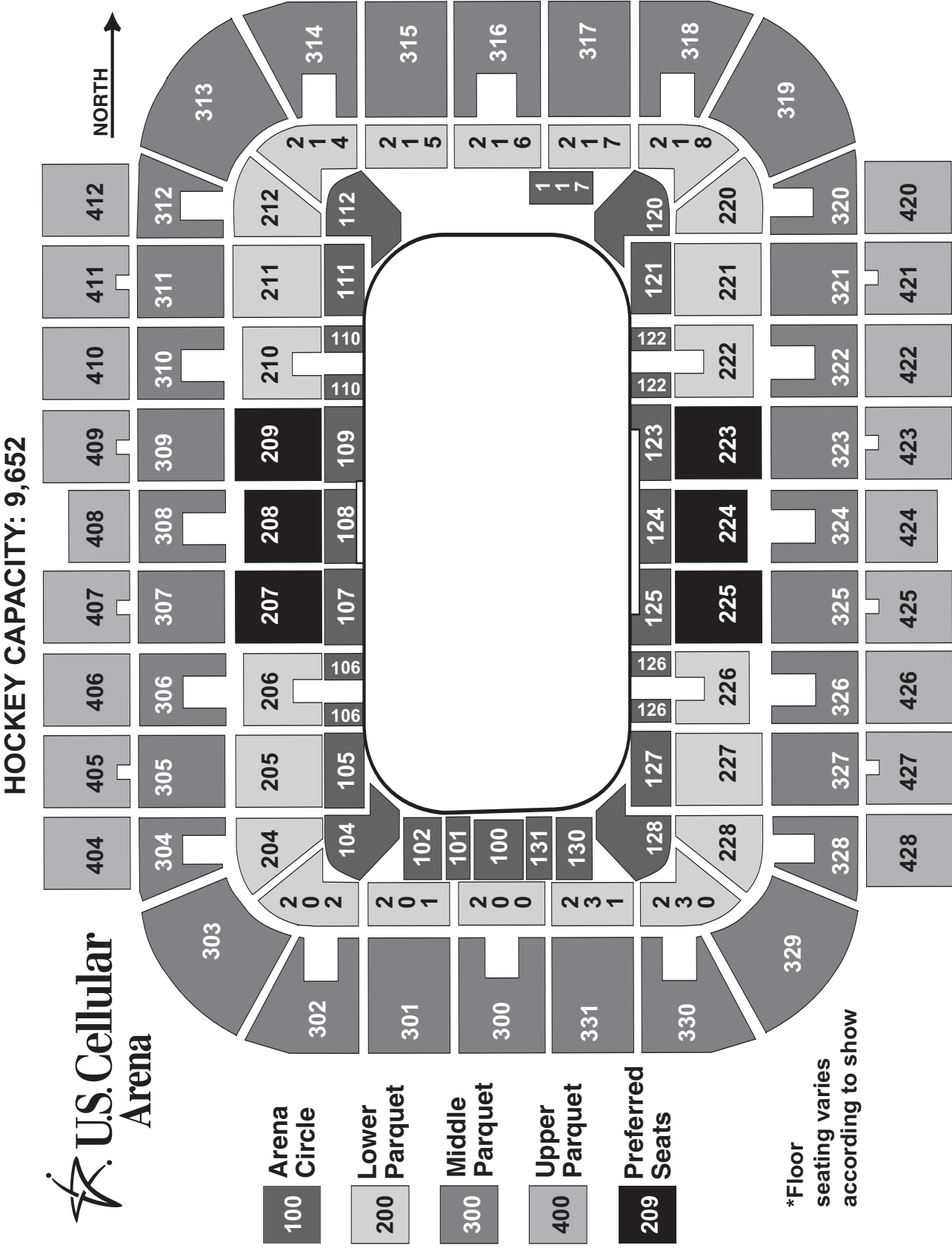
BASKETBALL CAPACITY: 11,119





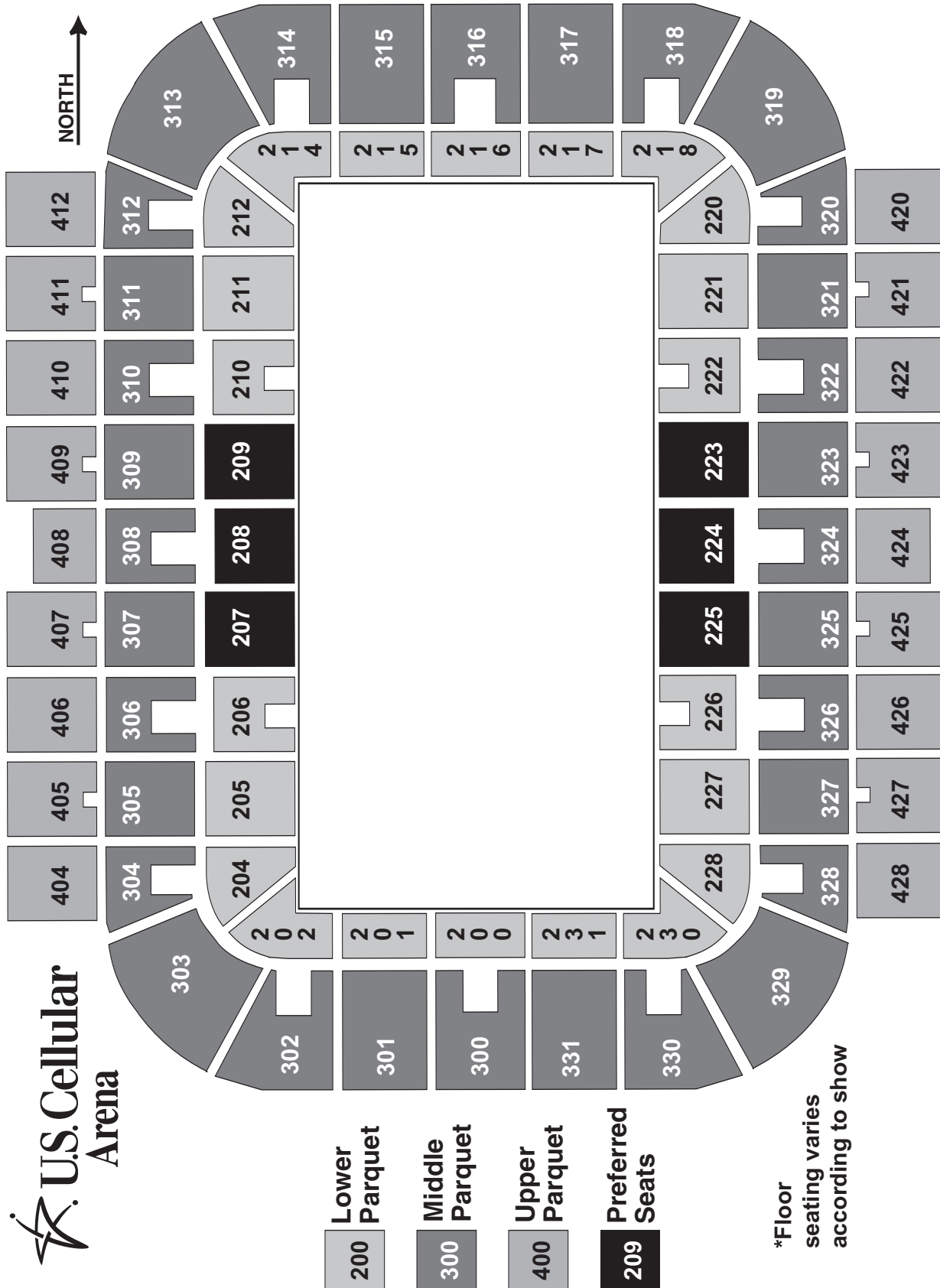
Ice Show





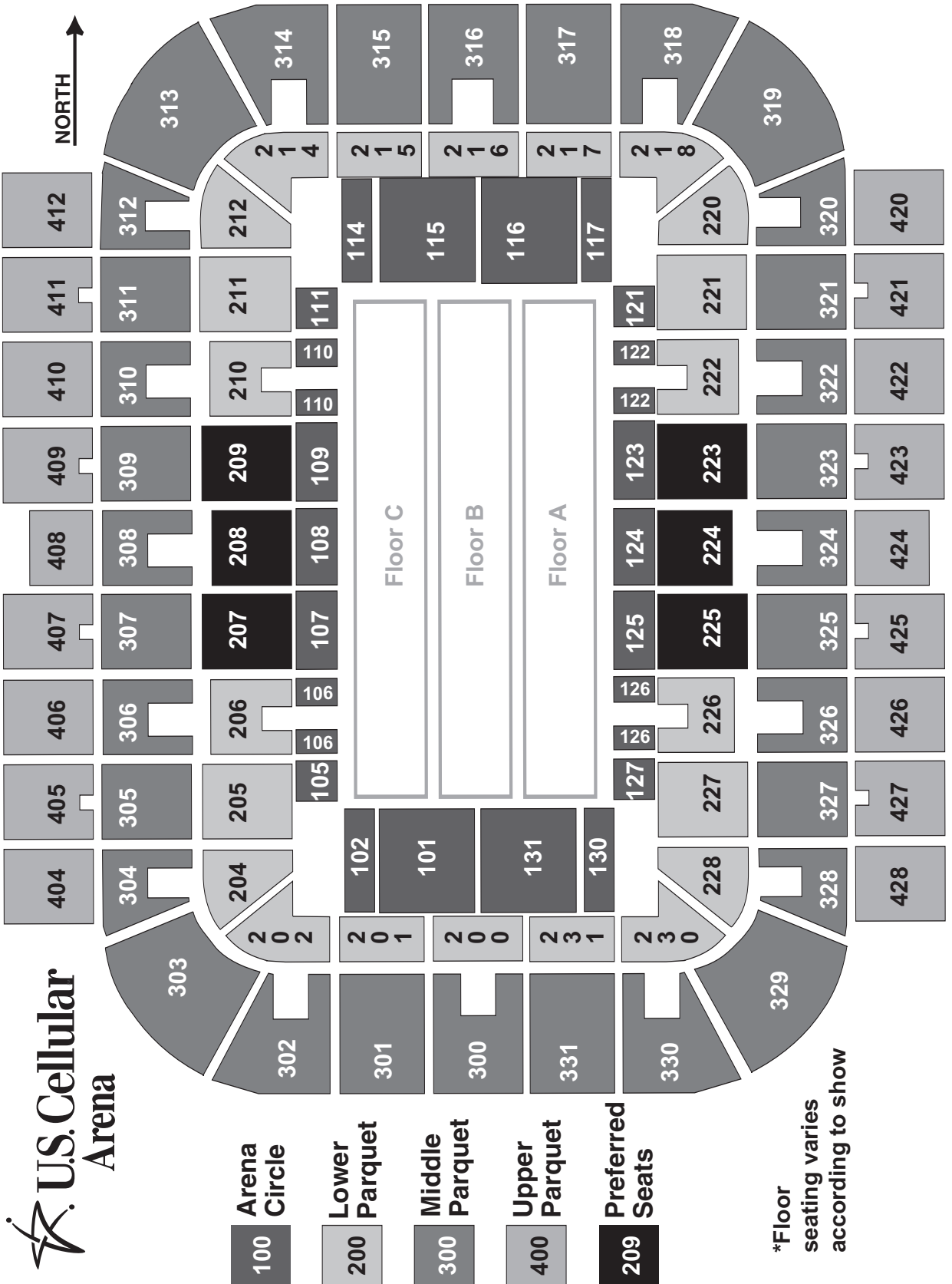
Open floor (permanent seating only)

OPEN FLOOR - PERMANENT SEATS ONLY: 8,910 CAPACITY



Maximum w/ general admission seating

MAXIMUM CAPACITY with G.A. Floor: 12,148



Frequently-asked questions

GETTING HERE

| | |
|--|---|
| Nearest airport: | General Mitchell International Airport (www.mitchellairport.com) |
| Distance from airport to venue: | 10 miles, about 15 minutes |
| Other transportation: | Amtrak (7x daily to/from Chicago); Greyhound, Badger & other bus services; high-speed ferry to Muskegon, MI. |
| Distance from stations to venue: | Amtrak, 5 blocks; bus stations, 3 blocks; high-speed ferry, 3 miles, about 10 minutes |
| Nearest hotels: (see map, p. 7.3) | <ul style="list-style-type: none">• Hilton Milwaukee City Center• Hyatt Regency-Milwaukee.• Holiday Inn City Centre• Other hotel info at www.milwaukee.org. |
| Distance from hotels to venue: | Hilton is across Wisconsin Avenue; Hyatt is one block away on Kilbourn. Several others within 2-4 blocks. |
| Nearest parking: (see map, p. 7.7) | <ul style="list-style-type: none">• WCD lot (150 spaces)• Hyatt Regency structure at 4th & Wells (750 spaces)• Hilton structure 1 block south on 5th Street (800 spaces)• Shops of Grand Avenue structure (1,000 spaces) |
| Other parking information: | www.parkmilwaukee.com |

VENUE RULES AND LOCAL LAWS

| | |
|---------------------------------|--|
| Doors open: | Usually one hour before show time |
| Smoking policy: | Smoking is not permitted anywhere inside the U.S. Cellular Arena, except in the east (yellow) vestibule area set aside for smokers. |
| Cell phone/pager policy: | Cell phones, pagers and similar devices must be turned off during performances. |
| Carry-ins: | Food and beverage carry-ins are not permitted. Still camera carry-ins are subject to the artist/tour/promoters' preference. Video cameras are generally prohibited unless expressly allowed by the artist/tour/promoter. |
| Curbside drop-off: | Curbside drop-off and pick-up of passengers is permitted on all streets surrounding the U.S. Cellular Arena. Drivers must remain with the vehicle. |
| Curfew: | No indoor event curfew. 11:00 p.m. City of Milwaukee curfew for unescorted minors. 2:00 a.m. bar closing time (applies to private bars at food & beverage events weeknights, 2:30 a.m. weekends). |
| Sales taxes: | 5.6% (5.85% for prepared food & beverage) |

Where's the nearest...

This list was compiled from inquiries associated with entertainment events, and is included here as a potential convenience only, not an endorsement. These locations are listed strictly by proximity to the Midwest Airlines Center. The nearest to hotels will differ.

| | | | |
|-----------------------------|---|-----------------------|--|
| 24-hour diner: | George Webb's 812 N. Old World Third Street (3rd Street between Kilbourn & Wells) | Gas station: | Minelli's Amoco 350 N. Plankinton Avenue (Plankinton, south of St. Paul, by river) |
| 24-hour urgent care: | St. Joseph's Outpatient Center 201 N. Mayfair Road (Wauwatosa - Highway 100) | Supermarket: | Pick 'n Save 605 E. Lyon Street (East Pointe Commons, Van Buren & Lyon) |
| ATM: | (ATMs in Midwest Airlines Center) Universal Savings Bank 754 N. 4th Street (4th & Wells) | Hardware: | National Ace Hardware 1303 N. 4th Street (4th & McKinley) |
| Bank: | Universal Savings Bank 754 N. 4th Street (4th & Wells) | Library: | Milwaukee Central Library 814 W. Wisconsin Avenue (enter @ Wisconsin or Wells west of 8th) |
| Bar: | Major Goolsby's 340 W. Kilbourn Avenue (across 4th Street) | Liquor store: | Avenue Liquors 616 Wisconsin Avenue 2 blocks south, 1/2 block west |
| Bookstore: | Border's Books Music & Cafe 101 W. Wisconsin Avenue (Wisconsin Avenue at river) | Live bait: | Joe's Bait Shop 925 W. Lincoln Avenue Approx. 2 1/2 mi. south |
| Bowling alley: | Landmark Lanes 2290 N. Farwell Avenue (1/2 block south of Farwell & North) | Museum: | Milwaukee Museum/I-Max Complex 800 W. Wells Street (James Lovell Blvd. & Wells) |
| Camera store: | Ritz Camera @ Shops of Grand Avenue 275 W. Wisconsin Avenue (2nd Street south of Wisconsin) | News stand: | Grand Avenue News & Smoke 161 W. Wisconsin Avenue (Wisconsin east of 2nd Street) |
| Car rental: | Thrifty Car Rentals 830 N. 4th (4th & Kilbourn, in parking structure) | Optician: | Quality Optical 806 N. Old World Third Street (3rd Street between Kilbourn & Wells) |
| Casino: | Potawatomi Bingo & Casino 1721 W. Canal Street (West on Canal, 10 blocks from 6th) | Pharmacy: | Walgreen's @ Shops of Grand Avenue 275 W. Wisconsin Avenue (Wisconsin east of 3rd Street) |
| Cinema: | Prospect Mall Cinema 2239 N. Prospect Avenue (Prospect between Kenilworth & Ivanhoe) | Post office: | Milwaukee Main Post Office 345 W. St. Paul Avenue (St. Paul, facing 4th Street) |
| Coffee shop: | Jido Cafe 224 W. Wells Street (Wells Street east of 3rd Street) | Shopping mall: | The Shops of Grand Avenue 275 W. Wisconsin Avenue (Wisconsin from Plankinton to 4th) |
| Dental clinic: | Downtown Dental Group S.C. 161 W. Wisconsin Avenue (Wisconsin Avenue above TJ Maxx) | Tailor: | Tailor's Choice 810 N. Old World Third Street (3rd Street between Kilbourn & Wells) |
| Donut shop: | Dunkin' Donuts 701 W. Wisconsin Avenue 7th & Wisconsin | Taxi stand: | Hyatt Regency-Milwaukee 333 W. Kilbourn Avenue (1 1/2 blocks east of Theatre) |
| Dry cleaner: | Avenue Fabricare 602 N. 5th Street (5th & Michigan) | Tobacconist: | Uhle's Pipe & Tobacco 114 W. Wisconsin Avenue (Wisconsin Avenue at river) |
| Florist: | Baumgarten-Krueger Florists 225 E. Wisconsin Avenue (Wisconsin, 1/2 block east of Water) | | |

Contacts

FOR PUBLICATION

Venue name: U.S. Cellular Arena
Physical address: 400 W. Kilbourn Avenue
Milwaukee, WI 53203
Website: www.uscellulararena.com
Public info phone: 414.908.6001
Ticket sales phone: 414.276.4545
Ticket sales website: www.ticketmaster.com
ADA ticket sales phone: 414.908.6035
Group sales phone: 414.908.6092
Group sales email: dryan@wcd.org

Business correspondence to owner/operator: Wisconsin Center District
400 W. Wisconsin Avenue
Milwaukee, WI 53203
Phone: 414.908.6001
Fax: 414.908.6010
Website: www.wcd.org

NOT FOR PUBLICATION

Unless shown, the fax number for all below is 414.908.6010.

President & CEO: Richard A. Geyer
Phone: 414.908.6050
Email: rgeyer@wcd.org

BOOKING

Sales Manager: Tony Dynicki
Phone: 414.908.6084
Cell: 414.303.0454
Email: tdynicki@wcd.org

Sales Manager: Trace Goudreau
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Cell: 414.303.0453
Email: tgoudreau@wcd.org

License Coordinator: Ruth Bock
Phone: 414.908.6070
Email: rbock@wcd.org

TICKETING

Box Office Manager: Donna Piotrowski
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Email: dpiotrowski@wcd.org

Group Sales Manager: Doretta Ryan
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Cell: 414.303.0338
Email: dryan@wcd.org

MARKETING & PROMOTIONS SUPPORT

Communications Assistant: David Snyder
Phone: 414.908.6083
Email: dsnyder@wcd.org

SPONSORS

Business Development Director: Richard Freiberg
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Cell: 414.303.0332
Email: rfreiber@wcd.org

PRODUCTION

Event Services Director: Thomas Harms
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Cell: 414.303.0337
Email: tharms@wcd.org

Exhibitor Services Supervisor: Karen Hopp
Phone: 414.908.6073
Email: khopp@wcd.org

Information Technology Director: Tom Paul
Phone: 414.908.6090
Cell: 414.303.303.0340
Email: tpaul@wcd.org

United Visual Production Manager: James Harris
Phone: 414.908.6180
Cell: 414.788.6502
Fax: 414.908.6186
Email: jharris@unitedvisual.com

SECURITY

Public Safety/Special Services Dir.: Russell Staerkel
Phone: 414.908.6167
Fax: 414.908.6166
Email: rstaerkel@wcd.org

ADA COMPLIANCE OFFICER

Director of Building Services: Robert Seefeld
Phone: 414.908.6054
E-mail: rseefeld@wcd.org

CATERING & CONCESSIONS

Levy Restaurants General Manager: Bruce MacKenzie
Phone: 414.908.6155
Fax: 414.908.6151
Email: bmackenzie@wcd.org
Website: www.levyrestaurants.com

Director of Concessions/Operations: Kevin Bogin
Phone: 414.908.6157
Fax: 414.908.6151
Email: kbogin@wcd.org

Senior Catering Sales Manager: Annie Champeau
Phone: 414.908.6154
Fax: 414.908.6151
Email: achampeau@wcd.org

Catering Sales Manager: Mary Kay Linari
Phone: 414.908.6156
Fax: 414.908.6151
Email: mlinari@wcd.org

MERCHANDISING

President, Five Star Marketing: Lou Belcher
Phone: 414.351.6212
Cell: 414.881.4114

WISCONSIN CENTER DISTRICT

Owners & operators of The Milwaukee Theatre • Midwest Airlines Center • U.S. Cellular Arena

400 West Wisconsin Avenue • Milwaukee, Wisconsin 53203

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