

**LA CROSSE
CENTER**



PROPOSAL

2026 GLC-AAAE ANNUAL CONFERENCE



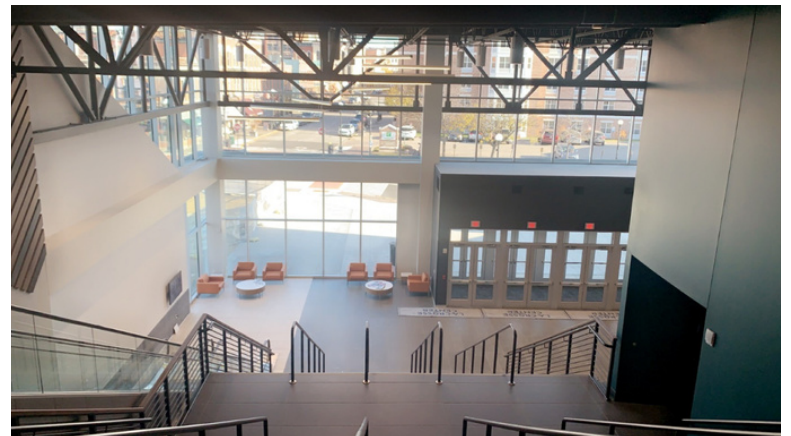
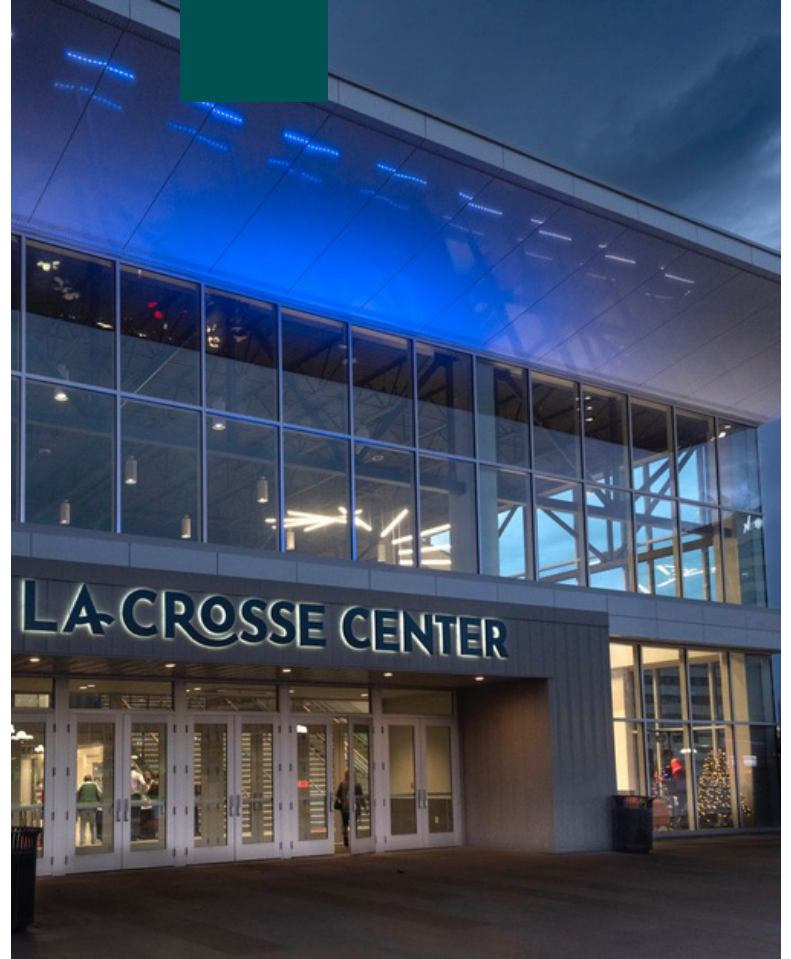
OUR APPROACH.

This proposal is the start of your journey with us, we hope it provides all of the information you require to allow you to make an informed decision. Also, to reassure you we have the right fit to make your event a success. We look forward to welcoming you to our venue.

To discuss your booking and any amendments you would like to make, reach out to one of our team member below:

Elizabeth Poh | Sales/Event Coordinator
epoh@lacrossecenter.com
608-789-7421

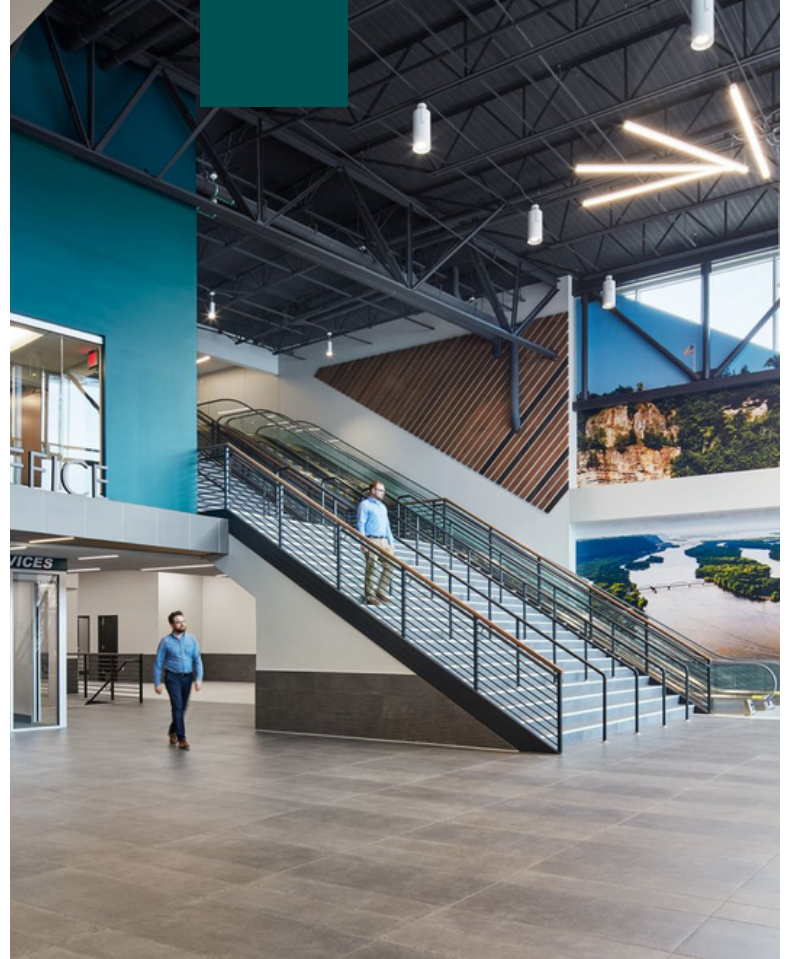
Kourtnei Alcock | Sales/Event Coordinator
kalcock@lacrossecenter.com
608-789-7405



ABOUT US.

The recently-renovated La Crosse Center puts your group in the middle of it all, along the banks of the Mississippi River. Host your conventions, meetings, trade shows, concerts, weddings and sporting events here, where hundreds of thousands of attendees are welcomed each year.

The La Crosse Center proudly houses over 120,000 square feet of event space. This features an Arena with 45-foot ceilings, 21,000 square feet of open floor space, and seats up to 6,500. The new ballroom has nearly 12,000 square feet plus as many as seven breakout rooms. Ultimately, the La Crosse center offers multiple ballrooms, breakout spaces, exhibit space, and a new rooftop terrace.



QUOTE DETAILS.

Quote Date: December 5, 2023

Dates Quoted:

July 30-August 2, 2026

Spaces:

- **Riverside Ballroom**
- **Riverside Meeting Rooms**
- **North Hall**



The La Crosse Center requires a Certificate of Insurance naming the La Crosse Center and the City of La Crosse as additional insured parties for all events at the facility.



The La Crosse Center is proposing a subsidized daily rental rate of \$4,500.00 per day (normally \$11,800.00 per day) rental package to include the following rent, utilities, Wi-Fi, tables and chairs. For the space and dates listed above and the consideration of the following: All meal functions to be provided by the La Crosse Center's Catering- Harborview, along with AV provided through the La Crosse Center preferred vendor.

Additional Costs:

AV - ran through Spotlight Onsite, the La Crosse Center's preferred vendor. Quote available upon request.

-Stage Decking (\$40.00 per deck)

-Podium \$30.00 per podium

-Table Top Vendor 8' skirted table \$40 per or at current year's rate.

-Food and Beverage at menu rate

Customer Service Representative this team will assist in event move in, maintenance, and move out of event to meet any demands that may arise. Charged at current years rate.

BOOKING.

- 1.** Contact us to discuss the proposal and your further requirements in more detail
- 2.** Request a provisional booking which gives you a minimum of 30 days hold (first right of refusal for the date)
- 3.** Arrange to meet with one of the team members assigned to your event to view the selected area
- 4.** Confirm your provisional booking by completing our contract with the terms and conditions of the event. Return this signed with a required deposit.
- 5.** On receipt of the completed booking form and deposit we will contact you to confirm the booking and discuss timeline for further details of your event.

This initial proposal sets out the key elements of your proposed event and space based on your initial inquiry with us. It is intended as the starting point for further discussion and we look forward to working with you on your conference.



OUR REGION.

The La Crosse Center is conveniently located in the vibrant riverfront district within a short walking distance of numerous hotels, dining and attractions such as Riverside Park along the Mississippi River. There are over 1,600 hotel rooms and 50 downtown restaurants steps from this venue as well as ample parking in nearby parking ramps. Convenience and exceptional servicing make The La Crosse Center a premier facility in the Midwest.



Parking is available in city owned parking ramps across the street. The La Crosse Center and Riverside Ramp is \$1.00 per hour with a max of \$8.00 per day. Parking on the weekend from Friday at 6 pm to Monday at 6 am is free. There is a large lot available to the north by the Oktoberfest Grounds for large trucks and trailers.




LA CROSSE CENTER

THANK YOU




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