

## **Milwaukee Recap EANGUS 2026 or 2027**

### **Dates**

- August 14-20, 2026 or August 6-12, 2027

### **Baird Center**

- Milwaukee's newly renovated and expanded Baird Center is a vertical/stacked building, meaning attendees do not need to walk long distances to get from one room to another. Everything is a short escalator or elevator ride away!
- The exhibit hall is located on the third floor due to being built up and over a State Highway which passes through downtown. Currently we are proposing Exhibit Halls AB (90,000 sq ft)
- The Meeting rooms are located on the first and second floor. We are holding the South 100 and 200 meeting rooms.
- We are holding the Grand Ballroom on the first floor (37,000 sq ft)
- The rental for EANGUS at the Baird Center is \$38,500 in 2026 or \$28,590 in 2027 (this is discounted from rack rate of \$324,600). The Baird Center has offered a lower rate in 2027. These rates do not include labor or equipment.
- An additional hotel rebate could be added to help lower the center rental even further.
- EANGUS would have a F&B minimum at the Baird Center of \$75,000 (Levy is the exclusive caterer).
- Many other conventions have placed registration or food and beverage functions in the exhibit hall to help drive attendance to the third floor.

### **Hotels**

- Hilton Milwaukee City Center is connected by a 90-foot skywalk to the Baird Center. In 2026 they are offering 540 run of house rooms and 10 staff rooms at a Rate of \$129. This includes a \$10 rebate (please note it needs to be updated to payable to EANGUS, not Visit Milwaukee).
- Hyatt Regency Milwaukee is connected by a 90-foot skywalk to the Baird Center. They are offering 389 Run of House rooms at \$129 and 6 Suites at \$129 and 5 staff rooms at \$109. Hyatt has a F&B minimum.

**Similar Conventions**

- Milwaukee has hosted NGAUS in 2010 and will again be hosting NGAUS in 2025. NGAUS may be a great resource to reach out to.

**Incentives**

- Portland, OR and Milwaukee, WI (along with Pittsburgh, PA) have a partnership which pays groups \$1 per actualized room night from each city in each meeting year. Cities do not have to host consecutively but do need to have paperwork completed by both cities and the client.
- Visit Milwaukee will pay up to \$200 per flight on three flights (site visit). Please note, site availability may be limited or not available in month of July 2024