

# EXTENSION CONFERENCE CENTERS

## A ROOF OVER THE WISCONSIN IDEA

“Much has changed in the 57 years since the Wisconsin Center for Adult Education was first dedicated as a “roof over the Wisconsin Idea.” We’ve expanded our facilities and services to provide a worldclass educational experience for the UW system, the state of Wisconsin and other educational and nonprofit organizations. But through it all, our mission has remained the same: to provide a space for lifelong learning that extends the boundaries of our university to the borders of this state and beyond.”





## OUR HISTORY

### A Tradition of Learning and Hospitality

Over the last 50 years, Extension Conference Centers has earned a stellar reputation for first-rate meeting and lodging facilities, event planning and registration services, distance communication technologies, as well as wonderful catering. Now internationally renowned for comfort, convenience, and service to our customers, we have hosted tens of thousands of continuing education and professional development programs and events, ranging from hour long meetings to weeklong multisite conferences.

Our rich history begins on April 11, 1958, when the Wisconsin Center for Adult Education was dedicated as a “roof over the Wisconsin Idea.” Operated by UW-Extension Conference Centers, our conference and lodging spaces fulfill UW-Extension’s mission to provide an international community of lifelong learners with access to University of Wisconsin resources.

### Pyle Center

In 1997, the Wisconsin Center was expanded and rededicated as Pyle Center, a full service conference center with more than 135,000 square feet of space and 30 rooms of varying size and configuration, including a 95 seat auditorium, distance education classrooms, presentation and breakout rooms, lounges, dining rooms, and reception areas for up to 300 people. Located on the shores of Lake Mendota, our rooftop terrace offers stunning views of the lake for up to 400 people.

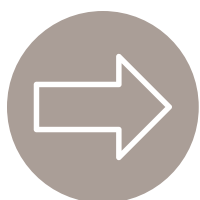
### Lowell Center

Constructed in 1965 and beautifully renovated in 2007, Lowell Center offers modern lodging facilities in the heart of the UW campus. Our guests enjoy 137 graciously appointed guestrooms and seven classrooms, just one block away from Pyle Center. For the comfort and delight of our guests, Lowell Center also features an indoor swimming pool, sauna, fitness room, and a large dining room as well as elegant lobby and reception areas.

### Looking Forward

Over the past 57 years, Extension Conference Centers has stayed true to the original mission of providing a “roof over the Wisconsin Idea,” while adapting to changes in technology and the needs of our customers. We are dedicated to fulfilling that mission every day, for every event and for each one of our customers, and will continue to do so in the future as we grow and expand our facilities and services.

“What a memorably great conference. It was such a success because of [...] the thoughtful organization, and the wonderful attention to detail which made us always feel cossetted and cared for at every point.”



## GET STARTED

Designed especially for educational programs and events, UW-Extension Conference Centers offers inviting, well-equipped facilities and a comprehensive array of hospitality services and amenities that promote collaboration, communication and celebration. To find out more, visit us online at [conferencing.uwex.edu](http://conferencing.uwex.edu) or call (608) 256-2621.

# LOWELL CENTER

A hub of learning, relaxation, connection and reflection, Lowell Center is more than just a hotel – it's where the Wisconsin Idea comes to stay. Blending the quiet comfort of home with modern event amenities, Lowell Center features fully equipped meeting spaces, classes and breakout areas, 137 well-appointed guest rooms, the area's largest indoor pool with sauna, a modern fitness center, and a spacious dining room. Our location near Lake Mendota, welcoming reception area, and outdoor patio area, provide a leisurely experience your guests will fall in love with during their stay. And when they're ready to experience the best of downtown Madison and UW campus activities, Lowell Center is just walking distance from vibrant State Street.



**610 Langdon Street · Madison, WI 53703**



# LOWELL CENTER



## GUEST ROOM ACCOMMODATIONS

### Standard Guest Rooms

Furnished with two double beds, one queen or one king-sized bed  
Standard Guest Rooms offer:

- Keurig® coffee makers
- Mini refrigerators
- AM/FM clock radios with iPod® docking stations
- Hair dryers
- Bath & Body Works® toiletries
- Irons and ironing boards
- 32" flat screen TVs with cable
- Telephones
- Large work areas with desktop surfaces
- High-speed Internet and complimentary wireless access

### Deluxe Guest Rooms

Including all of the Standard Guest Room amenities, Deluxe Guest Rooms also feature beautiful contemporary interior design and custom-built Amish furniture. Many rooms have spectacular views of Lake Mendota.

### Extended Stay Guest Rooms

For long-term campus guests, Lowell Center offers seven new Extended Stay Guest Rooms to help you feel at home away from home. Four of these rooms feature separate sitting rooms, a small kitchenette, and a bedroom with either two queen-size beds or one king-size bed. Three feature a small kitchenette and one large bedroom with a king-size bed.

## FEATURES AND AMENITIES

### Indoor Swimming Pool with Sauna

The area's largest hotel pool can be found inside Lowell Center.

### Modern Fitness Room

Our recently updated fitness area is equipped with Nike+® compatible treadmills and elliptical machines, a stair climber, recumbent bike and free weights with bench.

### Fully Equipped Classrooms and Boardrooms

Designed to foster learning and attention, Lowell Center classrooms and boardrooms offer full technical support from our in-house team of specialists. We also have 8-hour chairs for continued comfort.

### Expanded Continental Breakfast

A complimentary, expanded continental breakfast is served daily in the dining room. Hours are 6:30 – 8:30 a.m. Monday through Friday; 7:30 – 9:30 a.m. Saturday and Sunday.

### Fully Accessible

Lowell Center offers fully accessible guest rooms and other conveniences to serve those with disabilities.

### Parking

Guest parking for one vehicle is available on-site for a minimal cost, or off-site (three blocks away) as well. Parking reservations should be made in advance of your visit, and reservations are based on availability.



## GET STARTED

Want to learn more about Lowell Center? Give Lowell Center Guest Services at the Front Desk a call at (608) 256-2621. If you would like to reserve one to four guest rooms, please choose from one of four easy ways:

- Use our online reservation system
- Call (866) 301-1753 toll-free
- Contact Lowell Center Guest Services at the Front Desk at (608) 256-2621
- Email [lowell@ecc.uwex.edu](mailto:lowell@ecc.uwex.edu)

For guest room blocks (5+), contact an Event Services Specialist at (608) 262-0881.

We look forward to welcoming you and your guests.

# PYLE CENTER

With more than 135,000 square feet of space in the heart of Madison on the shores of Lake Mendota, Pyle Center is more than your typical conference center – it's where the Wisconsin Idea comes to life. Everything from multimedia presentations and multi-day conferences to advanced distance education systems and active learning labs happen here. Beyond the wide range of innovative, technically complete spaces, Pyle Center offers unparalleled support from professional event specialists to in-house catering, registration and technology specialists who ensure a smooth event. Connect with guests across the room, across campus, across the ocean – all from Pyle Center.



**702 Langdon Street · Madison, WI 53706**



# PYLE CENTER



## INNOVATIVE SPACES

Choose from nearly 30 rooms of varying sizes, technology features and configurations including:

- Traditional presentation, conferencing and boardrooms
- Stately lounges
- Engaging breakout areas
- Technologically advanced distance education rooms
- Active learning labs
- Warm dining rooms
- Large reception areas for up to 300 guests
- Beautiful rooftop terrace for receptions up to 300 guests
- Courtyard space with lake views and bonfire pit
- Flexible space with soft seating called The Inspiration Room

No matter your event, Pyle Center has the space to encourage participation, learning, collaboration – and ensures success.

## TECHNOLOGY

Though our spaces are impressive and diverse, what sets Pyle Center apart is the cutting-edge systems and equipment found in each space. Videoconferencing, audio conferencing, web conferencing, webcasting, distance learning systems, streaming media and digital media production are all at your disposal with a highly experienced expert from Instructional Communications Systems (ICS) at your side. In-room equipment includes, but is not limited to:

- Microphones
- Computers
- LCD projectors
- Laser pointers
- DVD/VCR players
- Audio speakers

## FACILITY FEATURES

When you're hosting a meeting, class or event, little things can make a big difference in enhancing your guests' experience. That's why Pyle Center features details you won't find anywhere else including:

- 8 hour chairs specifically designed to ensure comfort throughout daylong events or classes
- Guest Services to assist your guests, conveniently located on our first floor
- Wall-mounted tack boards for easy hanging of display and presentation materials
- Full food and beverage service
- Meeting room refresh services during lunch and breaks
- Complimentary filtered water in all meeting rooms
- Free wireless Internet access throughout
- Mac and PC compatible
- One block from bustling State Street for easy off-site lunch options
- Close proximity to Campus and City bus stops
- Lake views from most of the classrooms
- Reserved parking



## GET STARTED

Call (608)-262-0881 to reserve a space or learn more about our facility. We look forward to helping you plan and host your next event.

# CATERING

A critical aspect of planning any gathering is the menu. At Lowell and Pyle Centers, our catering staff can provide all of your event's food and beverage needs – from meals to receptions to breaks. We also make it simple for the planner with packages designed to meet your event's budget and accommodate special dietary needs and requests. During breaks and meals, your guests will feel at home as we serve them in Lowell and Pyle Centers' plush lounge areas and dining rooms.



# CATERING



## PACKAGES

### Room Service Package (RSP)\*

The easiest solution for a busy day! This comprehensive plan includes everything you need to cater your event:

- Early morning continental breakfast
- Mid-morning beverage refill
- Buffet luncheon
- Early afternoon beverage service
- Mid-afternoon snack
- Beverage break

Breaks are delivered right to your meeting room, ensuring group privacy and uninterrupted attention to your program. Lunches are served in one of our dining rooms.

### Complete Meeting Package (CMP)\*

If you'd like to offer your attendees a change in scenery with minimal effort, select our Complete Meeting Package:

- Early morning continental breakfast
- Mid-morning beverage refill
- Buffet luncheon
- Early afternoon beverage service
- Mid-afternoon snack
- Beverage break

Breaks are served in one of our comfortable lounge areas. Lunches are served in one of our dining rooms.

### Hospitality Break Package (HBP)

We provide your guests with break service with an extensive variety of tasty choices in a central hospitality area.

- Early morning continental breakfast
- Mid-morning beverage refill
- Early afternoon beverage service
- Mid-afternoon snack
- Beverage break

### Beverages

A menu of alcoholic and non-alcoholic drinks is available for your event, and we offer several setup options for your bar needs. Please note that the service of alcoholic beverages is controlled by certain guidelines. We are happy to review the policies carefully with you before ordering for your event.

*UW-Extension Conference Centers (ECC) is pleased to offer a large selection of menu items that do not exceed the maximum reimbursement rate limits set for UW System, State of WI, and other governmental agencies.*

*\*Both of the Special Packages listed above include registration table, table lectern, and one flip chart at no extra charge.*

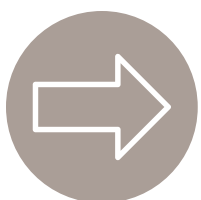
## FOOD SUSTAINABILITY EFFORTS

### Composting

In an effort to reduce waste, Lowell and Pyle Centers are proudly participating in a wider composting effort. All biodegradable kitchen scraps, including coffee grounds, are collected from the kitchen each day and transferred to a managed large-scale compost area west of campus. In addition to composting organic material, UW-ECC also uses compostable disposable napkins and cups.

### Gardens

In partnership with F.H. King Students for Sustainable Agriculture, Pyle Center rooftop and west patio are now home to flowering and edible gardens. The produce grown here is given free of charge on campus during the summer months.



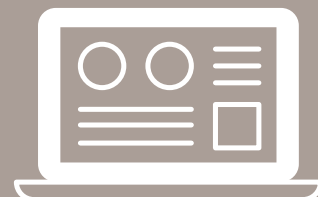
## GET STARTED

Catering planning can be complex, but we're here to help guide you through the options. Simply call (608) 262-0881 to get started. If you have specific questions after your event is scheduled, your ECC event planner will also be happy to assist you. We look forward to serving you.

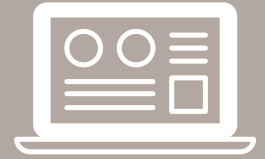


# REGISTRATION

When you are responsible for planning and hosting an event, registration (and all of the tasks that go with it) can take up too many valuable hours of your day. Let us help. Our expert Registration Services Department not only provides the highest level of customer service, they'll also take care of all your registration needs, so you can stay focused on your event.



# REGISTRATION



## PACKAGES

### Standard

Do you simply need to collect online registrations and payments? This basic package is for you.

- Online registration website to facilitate the processing of credit card payments
  - Suitable for events with 3 selectable options or fewer
  - Suitable for events with 3 fee options or fewer (e.g. early bird, regular fee, late fee)
  - Includes UW-Extension or UW-Madison logo
  - Prepayment required
- Confirmations emailed to all attendees
- Access to real-time internet reports with registration data for a designated user from your organization
- Final statement of program income and attendee list provided to conference coordinator

### Deluxe

Our most popular option, this package is tailor-made to handle conference registration details.

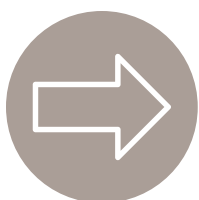
- Online registration website to facilitate the processing of credit card payments
  - Suitable for events with 10 selectable options or fewer
  - Suitable for events with 5 fee options or fewer
  - Includes UW-Extension, UW-Madison or customer-provided conference logo
- Registrations and payments also accepted via mail and fax
- Invoicing available upon request
- Confirmations emailed to all attendees
- Access to real-time internet reports with registration data for a designated user from your organization
- Name badges with UW-Extension or UW-Madison logo (blank stock also available), clip holders and lanyards
- On-site registration staffing for up to 2 hours on first day of event
- Continuing Education Unit (CEU) tracking for all attendees

- Final statement of program income and attendee list provided to conference coordinator

### Premium

Our most comprehensive package, we provide hands-on service for complex registration needs.

- Online registration website to facilitate the processing of credit card payments
  - Multiple options, attendee types and fees
  - Includes UW-Extension, UW-Madison or customer-provided conference logo
- Registrations and payments also accepted via call center, mail and fax
- Merchandise sales tracking (e.g. t-shirts, books)
- Invoicing available upon request
- Confirmations emailed to all attendees
- Access to real-time internet reports with registration data for a designated user from your organization
- Name badges with UW-Extension, UW-Madison or customer-provided conference logo, clip holders, lanyards and up to six ribbons
- Tent cards with attendee names
- On-site registration staffing for up to 8 hours as needed during event
- Continuing Education Unit (CEU) tracking certificate issued to conference coordinator for all attendees
- Final statement of program income and attendee list provided to conference coordinator



## GET STARTED

Our team of customer service and registration experts are here to help. Simply call (608) 262-6696 or email [registrationsmanager@ecc.uwex.edu](mailto:registrationsmanager@ecc.uwex.edu) to get started or learn more. We look forward to helping you make your event a success.

# EVENT PLANNING & SALES

Whether you're planning a day of meetings for a few dozen, or a week-long conference for hundreds, our Event Specialists can provide you with the guidance and support you need to host the perfect event. Our reputation for excellence is backed by nearly 50 years of experience organizing unique meetings, conferences and other special events—all while adhering to the latest university and state financial policies and procedures. Create something memorable: put our expertise, friendly service and tireless attention to detail to work for you. Contact Event Planning and Sales to discuss your planning needs.



# EVENT PLANNING & SALES



## ON CAMPUS AND IN MADISON

Our professional staff will walk you through the steps to a successful event at the Pyle and Lowell Centers. Department planners can contact our office to set up the following;

### Event Planning Services

- Department Banquet and Receptions
- Continuing Education Courses
- Campus Symposiums and Conferences
- Lowell Center Guest Room Blocks
- Art Exhibits and Opening Receptions

### Conference Services

Need a little more assistance in planning your event?  
Contact our office for more information on:

- Planning: budgeting, travel, lodging, menu planning
- Promotion: conference materials and signage, custom website development and management
- Implementation: on-site event management, speaker assistance, evaluation, financial reporting
- Full Packages or A la Carte services available

### Guest Services

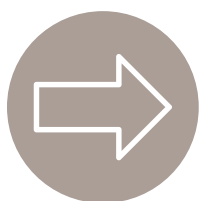
Our team is here to make every last detail perfect. Here is a glimpse of what our guest services offers:

- Parking
- Shipping/Receiving
- Campus and City Information
- Local Attractions
- Taxi and shuttle service
- Emergency Assistance

### Follow-up

- Letters of attendance
- Evaluation management
- Invoice and payments processing
- Financial reporting

“We broke all former annual conference attendance records and were successful in every aspect of what turned out to be a landmark event for our community of international artists, faculty, and students. I can honestly say that none of this would have been possible without the assistance of the Extension Conference Planning group. It was a pleasure working with such a highly skilled and professional organization.”



## GET STARTED

To start planning your engaging event, call one of our professional event specialists at (608) 262-0881 or email [scheduling@ecc.uwex.edu](mailto:scheduling@ecc.uwex.edu). You can also learn more about our services, and even submit a request for proposal online, at [conferencing.uwex.edu](http://conferencing.uwex.edu). We look forward to working together.