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INSIDE: FINANCIAL/MEDICAL MEETINGS IN '09: SNAPSHOT POLLS

CORPORATE

JANUARY 2009

# MEETINGS

A MEETINGSNET MAGAZINE

## & INCENTIVES

**My company  
held an  
incentive trip  
and all I got  
was this  
lousy t-shirt**

**DEEP CUTBACKS FOR 2009 INCENTIVES  
SEE OUR ANNUAL TRENDS SURVEY ON PAGE 20.**

**ALSO**

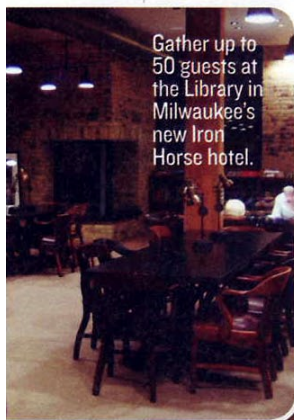
**WHY NOT  
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FOR YOUR  
HOTEL?**

**IS AIR CHARTER  
RIGHT FOR YOU?**

A PENTON MEDIA PUBLICATION

# SITEFILES

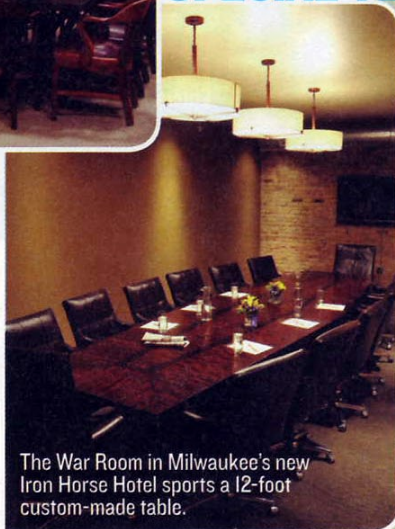
## THE MIDWEST/FACILITIES UPDATE



Gather up to 50 guests at the Library in Milwaukee's new Iron Horse hotel.

and be connected to the new Lucas Oil Stadium, where the Colts kicked off their season this past fall. Just as important, the stadium and its retractable ceiling are group-ready and the expanded center and stadium will have a total of 749,000 square feet of exhibit space and 12 meeting rooms.

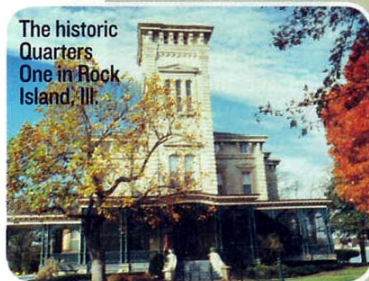
### SPECIAL VENUES



The War Room in Milwaukee's new Iron Horse Hotel sports a 12-foot custom-made table.

✳ Milwaukee hosts non-traditional meetings and events in a transformed warehouse. The Iron Horse Hotel kept its exposed brick and post-and-beam construction and added modern furnishings to create meeting spaces that are the antithesis of stuffy boardrooms. In the War Room a custom 12-foot conference table and fine art photography provide a creative space. The Library is just the place for wine tasting or dinners for up to 50. The Gallery seats 20

to 180 people in a room of old pine timbers. Outside, an enormous yard of tables, fire pits, and a staging area can be tented, and there is a private bar downstairs. (888) 543-IRON, [www.theironhorsehotel.com](http://www.theironhorsehotel.com)



The historic Quarters One in Rock Island, Ill.

✳ Formerly a private club, the Rock Island Arsenal Golf Club is now available to the public for meetings and events on Arsenal Island—right in the middle of the Mississippi River between Davenport, Iowa, and Rock Island, Ill. The clubhouse was built in 1906 and has the feel of a southern plantation home with open-air verandas and elegant dining rooms overlooking the golf course. The clubhouse has banquet rooms

that can accommodate up to 250 people. In addition, the golf club can now use the historic Quarters One facility and grounds. Built in the 1870s, it boasts a spacious central hall with a dining room, library, and screened veranda. Quarters One can host up to 100 people, and the grounds can accommodate up to 400. (309) 793-1601, [www.riagolfclub.com](http://www.riagolfclub.com)

✳ After your group pays proper homage to a life-size statue of Zeus at the New Parthenon Restaurant in Detroit's Greektown, the saganaki (flaming cheese) will start your Greek dinner with enough excitement to last the evening. The huge restaurant has multiple levels and plenty of seating so groups can enjoy almost-private space. (313) 963-8888

A 31,000-square-foot party plaza can host receptions, while arena-level loading docks speed setup and teardown. A JW Marriott hotel will complete the picture.

✳ Indianapolis has also landed major deals to host the Super Bowl in 2012 and the NCAA Final Four men's and women's basketball tournaments in 2010 and 2011.

Green is the word in Wisconsin where the Dane County Regional Airport received a Wisconsin Sustainability & Energy Efficiency Leadership Award (SE2) last September for its terminal renovation and expansion project. The project reused 97 percent of demolition and site development waste and sourced locally-made construction products. In the city of Madison, five diesel-electric hybrid buses have been in use in its Metro Transit fleet since September 2007, and 10 more will be added to the fleet over the next four years.

Just outside Milwaukee, the Potawatomi Bingo Casino has expanded its meeting and event space to the tune of \$240 million. This is no mere bingo parlor; the Casino includes more than 3,100 slots plus rooms of table games. The round Tribal Room seats 100 and the Woodland Dreams Conference Center holds as many as 300.

In 2007, Cleveland announced a new, one-million-square-foot convention center, the Medical Mart, to be built in conjunction with Merchandise Mart Properties, but the project seems interminably stuck in site selection. Plans are still under way, and although the specifications for the new center have not yet been determined, Medical Mart authorities say a center should be built by 2010 or 2011.

Michigan also has convention space concerns. The state needs to move quickly to keep the North American International Auto Show. Suzuki will not be part of the 2009 show because of a lack of adequate space, and Porsche did not participate in 2008. Lawmakers in Lansing have passed legislation to create a convention authority to purchase Cobo Center from perpetually broke Detroit. The plan then is for the authority to use a combination of bonds and taxes to pay for Cobo's expansion and operation.