



# FLUNO | CENTER

EVERY EXPERIENCE, EVERY DETAIL, EVERY DAY

## Conference Planning Guide

601 University Avenue, Madison, Wisconsin 53715  
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## Conference Planning Guide

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# Fluno Center

Whether you're looking to host a special event, head to Camp Randall or the Kohl Center to watch the Badgers take on a Big Ten foe, or simply recharge with a night of luxury and fine dining in the heart of one of the most charming cities in the Midwest, the Fluno Center is here to help you make the most of your stay.

## A true Madison original

In the heart of a city renowned for its world-class university, vibrant culture, and quality of life, the Fluno Center offers luxurious accommodations, gourmet dining, and premium conference facilities within a short walk of the historic University of Wisconsin Memorial Union, the Wisconsin State Capitol, and Madison's celebrated State Street pedestrian mall.

## Your every need fulfilled

The Fluno Center offers four classrooms, eight breakout rooms, 100 overnight guest rooms, a state-of-the-art auditorium, an executive dining room, a fitness center, and a business center. Additionally, on the 8th floor is a banquet room, two conference rooms, and a study pub providing skyline views of downtown Madison. Our 100-plus instructors and facilitators bring real-world experience that provides topical depth and practical insight to any event.



## Thoughtfully designed, appointed with care

The architecture of the Fluno Center was inspired by the work and philosophy of Frank Lloyd Wright, a lifelong learner dedicated to creating fully integrated living/learning environments. The simplicity and harmony of the furnishings and finishes throughout serve to foster collaborative learning in a luxurious, residential setting.

## Associations and Awards

Member, International Association of Conference Centers Gold Tier leader, IACC Green Star Program Top 3 ranking for best conference centers in Wisconsin, as measured by Corporate Report Wisconsin's 2011 Best of Wisconsin Business Awards.

# Comfort. Creativity. Collaboration.

The simplicity and harmony of the furnishings throughout the Fluno Center create an atmosphere conducive to creative and collaborative learning, while the natural elegance of the Arts and Crafts era harmonizes with Frank Lloyd Wright's design principles. Throughout the building, you'll find quality craftsmanship and decor that complement lithographs of original designs by Frank Lloyd Wright himself.

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## Dining

From fresh, local, and sustainable seasonal fare (and decadent desserts) in the Oros Executive Dining Room to lighter fare or cocktails over a game of pool at Smitty's Study Pub, the Fluno Center offers perfect tastes for every palate, prepared to perfection and served in style.



## Fitness Center

Open from 5:00 a.m. to 11:00 p.m. every day, the Fitness Center is located on the 1st floor and features a universal weight system and a variety of cardiovascular equipment to meet your fitness needs. An Olympic-size swimming pool is available for Fluno Center guests at the University of Wisconsin South East Recreational Facility (SERF), located just one block away.

## Accommodations

The Fluno Center offers 100 well-appointed guest rooms, thoughtfully designed to complement the prairie style furniture of the Center's main areas and provide guests with the luxury and comfort of premium overnight accommodation.



## Business Center

Guests have 24-hour access with their guest room keycards to our Business Center, which contains four computers and a fax machine. Our professional staff is available to provide concierge type services to meet any of your business needs.

## Guest Services

- Complimentary wireless internet access in all guest and public areas
- Underground parking available to guests and the general public, with spaces reserved for all Fluno Center guests
- In-room dining menu available from 4:30 p.m. to 10:00 p.m. Sunday through Saturday
- Valet laundry service, safe-deposit boxes, and transportation arrangements available at the front desk





# Meet Well

No matter your group's size or particular needs, the Fluno Center has the right space and the perfect amenities to make your next event as enjoyable and rewarding as possible. To find out how we can help you make your next event the very best, please contact our Sales Department at **608-441-7149** or [sales@fluno.com](mailto:sales@fluno.com).

## Our Meeting Rooms

The Fluno Center features seven distinct meeting room configurations, allowing you to organize your next event exactly how you want it for maximum comfort, convenience, and productivity.



### U-Shaped

Seats are arranged in a squared off U-shape facing the front of the room



### Conference

Chairs are arranged around table, facing one another to facilitate group interaction



### Classroom

Several rows of 6-foot tables feature two chairs per table, facing the front of the room



### Theatre Style

Multiple rows of seats face the front of the room; no tables



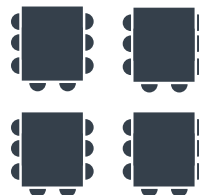
### Banquet Rounds

Round tables fill the room, for maximum interaction of guests and attendees



### Pods/Team Tables

Square table pods, each seating 4-6 people, face the front of the room



### Super Pods/Team Tables

Square table pods, each seating 4-6 people, face the front of the room



# Meeting Room Amenities

A member of the International Association of Conference Centers, the Fluno Center ranks in the top three for best conference centers in Wisconsin as measured by Corporate Report Wisconsin's 2011 Best of Wisconsin Business Awards.

## Meeting Room Features

In addition to providing complimentary wireless internet access throughout the building, all meeting room reservations at the Fluno Center include the following:

- Digital Signs: Each room has a digital sign to direct participants to their event.
- For the duration of every event, plus one hour prior, an AV employee will be available to answer any questions, assist in connection to and usage of our systems, and help with any AV needs.
- Presentations and other content can be sent in advance to our AV department to be tested to ensure all goes smoothly on the day of the event. Custom AV by request.
- Room phone and basic office supplies.



## Room Capacities per Configuration

Meeting Room	U	Conference	Classroom	Lecture	Pods of 6	Pods of 5	S Pods 8	Banquet	Ceiling Height	Sq. Ft.
201	30	40	54	77	54	45	56	–	11 feet	1,422
203	30	40	54	77	54	45	56	–	11 feet	1,422
219	30	44	54	110	54	45	72	–	12 feet	1,150
221	14	24	72	90	78	65	88	–	12 feet	2,240
212/214	18	22	18	31	24	20	–	–	12 feet	570
216/218	18	22	18	31	24	20	–	–	12 feet	570
212	–	10	–	13	–	–	–	–	12 feet	285
214	–	10	–	13	–	–	–	–	13 feet	285
216	–	10	–	13	–	–	–	–	14 feet	285
218	–	10	–	13	–	–	–	–	15 feet	285
204	–	10	–	13	–	–	–	–	12 feet	230
206	–	10	–	13	–	–	–	–	13 feet	231
208	–	10	–	13	–	–	–	–	14 feet	232
210	–	10	–	13	–	–	–	–	15 feet	233
Skyview	36	44	68	150	84	70	56	90/80 w AV	13 feet	1,511
Monona	26	28	32	58	42	35	–	40	13 feet	600
Auditorium	–	–	150	–	–	–	–	–	21 feet	3,200
Dining Room	–	–	–	–	–	–	–	142		

When hosting larger events space may be combined to accommodate greater numbers of people than individual listed capacities.



# Meeting Planning Form

Account Name: \_\_\_\_\_

Post As: \_\_\_\_\_

On-Site Contact: \_\_\_\_\_

## Meeting Room Setup

- |                                     |  |                                  |
|-------------------------------------|--|----------------------------------|
| <input type="checkbox"/> U-Shape    | <input type="checkbox"/> Hollow Square   | <input type="checkbox"/> Theatre |
| <input type="checkbox"/> Conference | <input type="checkbox"/> Rounds of _____ | <input type="checkbox"/> Other   |
| <input type="checkbox"/> Classroom  | <input type="checkbox"/> Pods            |                                  |

Total # of people in meeting room: \_\_\_\_\_

Start time: \_\_\_\_\_ End time: \_\_\_\_\_

## Breakout Room Setup

Number of Breakout rooms needed: \_\_\_\_\_

Setup/Use: \_\_\_\_\_

AV needs: \_\_\_\_\_

Total # of people in meeting room: \_\_\_\_\_

Start time: \_\_\_\_\_ End time: \_\_\_\_\_

## Other Needs

- ☐ Registration tables(s)
- ☐ Information tables(s)
- ☐ Speaker tables(s)
- ☐ Vendor/Display tables(s)
- ☐ Panel tables(s)
- ☐ Coordinator tables(s)

## AV Requirements

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> AV fixed room              | <input type="checkbox"/> Document camera     | <input type="checkbox"/> Flip chart(s) _____          |
| <input type="checkbox"/> Audio recording            | <input type="checkbox"/> DVD recorder        | <input type="checkbox"/> Tripod easel                 |
| <input type="checkbox"/> Camera and tripod          | <input type="checkbox"/> Laptop computer     | <input type="checkbox"/> Video conference             |
| <input type="checkbox"/> Conference phone           | <input type="checkbox"/> Microphone stand    | <input type="checkbox"/> Wireless handheld microphone |
| <input type="checkbox"/> Additional 5' or 8' screen | <input type="checkbox"/> Laser pointer       |   |
| <input type="checkbox"/> Digital video taping       | <input type="checkbox"/> Lavalier microphone |   |

## Food and Beverage

Which meals will your group be breaking for each day?

Breakfast: ☐ 7:00-9:00 a.m.    Lunch: ☐ 11:30-12:30 p.m.    Dinner: ☐ 5:30-8:00 p.m.  
☐ 12:30-1:30 p.m.

AM Break: ☐ 7:30-11:00 a.m.    PM Break: ☐ 2:00-4:00 p.m.

Do you require any private receptions or private dinner functions?

Yes: ☐ Date: \_\_\_\_\_ Time: \_\_\_\_\_ No: ☐

Will any additional guests be attending meals?

Yes: ☐ Date: \_\_\_\_\_ Time: \_\_\_\_\_ No: ☐

## Master Billing Information

Person or department that charges should be sent to: \_\_\_\_\_

Billing address: \_\_\_\_\_

Phone/Fax/Email: \_\_\_\_\_

☐ Tax exempt (please attach your tax exempt form)

## Other Information

Will you have any packages shipped for this meeting?

No: ☐ Yes: ☐ Group name: \_\_\_\_\_ On-site contact: \_\_\_\_\_ + \_\_\_\_\_

Planner's name: \_\_\_\_\_ Meeting start date: \_\_\_\_\_

Do you have any materials or welcome information that needs to be given to your attendees at check-in? Yes: ☐ No: ☐

Do you have an agenda you would like to send to us?

No: ☐ Yes: ☐ Details: \_\_\_\_\_

## Private Receptions and Dinner Requests

Dates: \_\_\_\_\_ Times: \_\_\_\_\_

Number Attending: \_\_\_\_\_

- ☐ Reception/Dinner/Both
- ☐ Private Bar (hosted/cash)
- ☐ Beer/Wine/Soda/Liquor
- ☐ Wine Pour (with dinner)
- ☐ AV needs
- ☐ Registration table(s)
- ☐ Plated/Buffer
- ☐ Any additional items

## Guest Room Billing

- |            |                          |   |
|------------|--------------------------|---|
| Master     | <input type="checkbox"/> | <input type="checkbox"/> Guest Rooms  |
|            | <input type="checkbox"/> | <input type="checkbox"/> Parking charges  |
| Individual | <input type="checkbox"/> | <input type="checkbox"/> Business center charges<br>(copies, faxes, mail, etc.) |
|            | <input type="checkbox"/> | <input type="checkbox"/> Pre-/Post-conference meals                             |
|            | <input type="checkbox"/> | <input type="checkbox"/> Bar charges  |
|            | <input type="checkbox"/> | <input type="checkbox"/> Other incidentals                                      |

**FLUNO**  
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## Classrooms

Classrooms (201, 203, 219, 221, 212/214, \* 216/218, \* Skyview, Mendota, Monona, Howard Auditorium) include:\*\*

- Multimedia podium
- Touch panel controller to change video source, volume, room controls
- 100+ channels of cable TV
- DVD player
- VGA, HDMI, and composite inputs for laptops, iPods, and other media devices
- Podium microphone
- Audio from any connected source integrates with classroom speakers
- Windows PC featuring:
  - DVD/CD reader/writer
  - Wireless remote presenter with built-in laser pointer
  - Internet access
  - Microsoft Office 2010
  - Wireless mouse and keyboard
- Ceiling-mount video projector
- In-room audio via overhead classroom speakers
- Two large whiteboards with removable flipchart paper pads—includes paper and markers (standard flipcharts in 212/214, 216/218, and Skyview; whiteboards available by request at no extra charge)
- 250 sq. ft. 3-panel dry erase whiteboard/projection surface (201, 203, 219, and 221 only)
- Black-and-white wireless printer (201, 203, 219, and 221 only)

\* 212/214 and 216/218 do not include AV equipment if they are split into breakout rooms.

\*\* Multimedia podium, Windows PC, ceiling projector, and audio are only included in classroom packages. If you choose not to go with a package, items can be purchased separately.

## Special Setups

### Auditorium

In addition to the standard classroom options, the Howard Auditorium features dual 10k lumen DLP projectors capable of filling our 24-foot wide, 216-square-foot screen in HD resolution. The projectors are DICOM-display capable and part of an advanced “Video Wall” system that allows us to display multiple media sources simultaneously and create custom layouts and graphics to provide a fully immersive experience. For more details please contact the Fluno A/V department.

### Dining room

To enhance any dining room event, we can provide custom audio visual setups. This can include but is not limited to: LCD projector with portable 8’ screen, podium with microphone, laptop computer, additional wired and wireless microphones, and sound distributed throughout the room via overhead speakers.

### Breakout Rooms

Custom AV setups are available in all breakout rooms; please contact the AV department to ensure the best setup for your needs: (608) 441-7149.

## Optional services for all rooms

### AV Presentation package

(Podium, Windows PC, projector, audio)

### Apple TV

### Flipcharts

### Overhead projector

### Document camera

### Wired microphones

### Wireless microphones

(handheld, lavalier, headset)

### Additional LCD/DLP projector

### Portable projection screen

### 55” television

### Assistance listening system

### Laptop computer

### Laser pointers

### Remote presenter

### Polycom conference phone

### Polycom video conference

(VSX 7000)

### Conference call bridge

(Price is per minute per participant)

### Skype calls

(audio or video with webcam)

### Video recording

(includes AV technician)

### Video recording setup

### Audio recording

### Live web streaming of events

(includes AV technician)

### Video overflow

(includes AV technician)





# Meeting Packages

The Fluno Center offers a variety of meeting packages to suit virtually any need. To arrange your next meeting at the Fluno Center, please contact us at **608-441-7149** or **[sales@fluno.wisc.edu](mailto:sales@fluno.wisc.edu)**

## Step Up to Fluno

All Fluno Center meeting packages are priced per person and include the rental of a meeting room on the main floor of the Fluno Center, standard AV (multimedia podium with house PC/DVD and podium microphone, screen/LCD projector, two flip charts—whiteboard combo upon request), and wireless Internet.

All meals included in meeting packages are served in our Executive Dining Room. Boxed lunches may be substituted upon request at no additional charge. Ask your Sales Representative or Conference Planner about substituting one of our private box lunches.

All breaks are served at one of our three shared break stations. Private breaks may be substituted for an additional fee.

The Fluno Center charges a nominal service charge on all services. All Fluno Center meeting packages are charged applicable sales tax. Your sales or meeting planner will advise you what is taxable and what is not.



## Menu Overview

### Dining Hours

Breakfast .....	7:00 a.m. – 9:00 a.m.
Lunch.....	11:30 a.m. – 12:30 p.m.
	12:30 p.m. – 1:30 p.m.
AM Break .....	7:30 a.m. – 11:00 a.m.
PM Break .....	2:00 p.m. – 4:00 p.m.

All meals included in the packages are served in our Executive Dining Room. Breakfast and lunch are served buffet style and generally include the following:

### Breakfast

Chef's choice, but always includes scrambled eggs, hash browns or American style breakfast potatoes, protein (bacon, sausage or ham), usually one add-on hot item (pancakes, waffles, biscuits and gravy are some examples) oatmeal, fruit, juice, coffee, milk, cereals, pastries. Breakfast is open 7 days a week.

### Lunch

Our chef's choice lunch buffet includes a variety of items such as: salad bar, 1-2 specialty salads, deli sandwich selection, 1-2 soups, 2-3 entrée selections, 1 specialty item such as a sandwich, wrap or flatbread and 2-3 sides. In addition our signature dessert buffet includes a variety of choices for your enjoyment.

### Breaks

Served at one of our three Breakstation Locations (2nd Floor, 1st Floor or 8th Floor). AM Breaks are set up and refreshed from 7:30 a.m. to 11:00 a.m. and PM Breaks from 2:00 p.m. to 4:00 p.m.

**AM Break** Includes a variety of pastries, fresh fruit, granola bars/cereal bars, coffee, tea, soda, water, yogurts, milk, juice, et cetera.

**PM Break** Includes one feature item (soft pretzels, wings, quesadillas, gourmet cheese platter or something similar), along with selected sweet (cookies, candy, bars, etc.) and savory (bags of chips, crackers, nuts, hummus) items. PM Beverages include: coffee, tea, soft drinks, bottled water. Our 2nd Floor Breakstation also includes an afternoon ice cream bar selection.

## Menu Packages (per person)

25 people minimum on weekends

### Gold Meeting Package

- Breakfast, Lunch
- AM/PM Breaks, Meeting Room, AV

### Silver Meeting Package

- Lunch
- AM/PM Breaks, Meeting Room, AV

### Bronze Meeting Package

- AM/PM Breaks, Meeting Room, AV

### Morning Meeting Package with Lunch (up to 5 hours)

- AM Break, Lunch, Meeting Room, AV

### Afternoon Meeting Package with Lunch (up to 5 hours)

- Lunch, PM Break, Meeting Room, AV

### Breakfast Meeting Package (up to 5 hours)

- Breakfast, AM Break, Meeting Room

### Half-Day Meeting Package (4 hours or less)

- AM or PM Break, Meeting Room, AV

### Welcome Reception

Hosted in the Study Pub or Atrium. Food selections are chef's choice and there is 25 person minimum.

- 4 chef's choice hor d'oeuvres selections (2 hot, 2 cold)
- 2 drink tickets per person (house wine, beer, rail drinks)

## A La Carte (by room)

- Small Breakouts
- Mendota Room
- Monona Room
- Combined Breakouts (212/214 and 216/218)
- Classrooms (201, 203, 219 and 221)
- Skyview Room
- Dining Room (off hours)
- Auditorium





# Guest Room Amenities

Inspired by the work and philosophy of Frank Lloyd Wright, a lifelong learner dedicated to creating fully integrated living/learning environments, the Fluno Center offers luxurious accommodations and premium conference facilities in the heart of Madison, a city renowned for its world-class university, vibrant culture, and quality of life.

## Guest Rooms

Each of our 100 well-appointed guest rooms has been thoughtfully designed to complement the prairie style furniture of the Center's main areas and provide program participants, UW-Madison alumni, parents of UW-Madison students, UW Foundation donors, and UW-sponsored guests with convenient and comfortable overnight accommodations in one of the most charming cities in the Midwest.

**The Fluno Center is 100% nonsmoking.**





Reflecting the harmonic design sensibilities of Frank Lloyd Wright, guest rooms at the Fluno Center are thoughtfully appointed, featuring handcrafted furniture to provide the ultimate relaxation in a luxurious, residential atmosphere.

## In-Room Amenities

### In-Room Dining

Our full in-room dining menu is available from 4:30 p.m. to 10:00 p.m. Sunday through Saturday. The In-Room Dining Menu can be viewed online at [www.fluno.com/pdfs/Smittys\\_Study\\_Pub\\_Menu.pdf](http://www.fluno.com/pdfs/Smittys_Study_Pub_Menu.pdf) and is available in every Fluno Center guest room.

To order, contact the front desk at 608-441-7117 or [reservations@fluno.com](mailto:reservations@fluno.com).

### House Made Chocolates

Contact our front desk for more details at 608-441-7117 or [reservations@fluno.com](mailto:reservations@fluno.com).

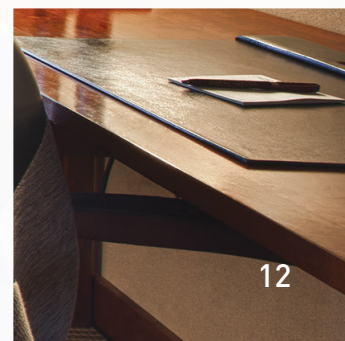
### In room Gifts and Amenities

Contact our front desk for ideas on how to make your next stay memorable!

## Room Features

**All guest rooms at the Fluno Center are located on the 4th through 7th floors and feature the following amenities:**

- Your choice of a room or a suite
- Relaxing Kohler whirlpool bath
- Irons and Hairdryers
- Direct-dial 2-line telephone with complimentary voicemail
- A spacious workstation
- Complimentary wireless access (building-wide)
- Large mini-refrigerator
- Keurig coffee maker
- 40-inch, flat-screen HD TV
- Cable television
- Free local and 800 calls







# Fluno Center Amenities

The Fluno Center offers luxurious accommodations, gourmet dining, and premium conference facilities in the heart of a city renowned for its world-class university, vibrant culture, and quality of life. The furnishings and finishes throughout foster collaborative learning in a luxurious, residential atmosphere.

## Guest Rooms

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Each room has been thoughtfully designed to complement the Prairie Style furniture of the Center's main areas and provide program participants, UW-Madison alumni, parents of past, current, and future UW-Madison students, UW Foundation donors, corporate partners, and other guests visiting Madison and the UW campus with convenient and comfortable overnight accommodations in one of the most charming cities in the Midwest.

## Smitty's Study Pub

The vision of the Fluno Center Culinary Team is one of outstanding food and world class service with a focus on locally sourced and sustainable ingredients. Enjoy a cocktail or a bite after a long day with the best views of Madison or bring the whole group for a post meeting or even pre-game reception at Smitty's!

## Oros Executive Dining Room

The Oros Executive Dining Room offers gourmet food in a casual fine dining atmosphere, along with outdoor seating in the enclosed courtyard during the spring, summer, and early fall. Enjoy locally fresh and sustainable seasonal fare—but be sure to save room for the impressive dessert selections. Reservations (recommended for customers not here for an event) can be made by calling the Fluno Center at [608-441-7117](tel:608-441-7117). UW Department billing is available for University of Wisconsin faculty.



### Smitty's Pub

Featuring a variety of entertainment, including a pool table, games, and televisions, Smitty's Study Pub is open from 4:30 p.m. to 11:00 p.m. Monday through Sunday, serving food nightly from 4:30 p.m. to 10:00 p.m.

Enjoy spectacular views of the Madison skyline while relaxing with a before-dinner cocktail or an after-dinner cognac, Smitty's-style.

**The Fluno Center is 100% nonsmoking.**

# Fluno Center Services

We want your Fluno Center experience to be as relaxing and rewarding as possible. If you have any questions about our building or our facilities, please don't hesitate to contact us.

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## Business Center

Guests have 24-hour access with their guest room keycards to our Business Center, which contains computers and a fax machine. Our professional staff is available to provide concierge-type services to most any of your business needs.



## Fitness Center

Open from 5:00 a.m. to 11:00 p.m. every day, the Fitness Center is located on the 1st floor and features a universal weight system with a variety of cardiovascular equipment to meet your fitness needs. The University of Wisconsin South East Recreational Facility (SERF) is located one block south of the Fluno Center on Dayton Street and features an Olympic-size swimming pool as well as a fitness center. With your room key and/or course name badge, as well as a photo ID, a free SERF voucher will be provided. For hours and other information, please contact the SERF directly at [608-262-4756](tel:608-262-4756).

## Parking

Parking at the Fluno Center is conveniently located either under the building in Lot 83 or next door in Lot 46. For more information about parking at the Fluno Center, please visit [www.fluno.com/faqs.php#4](http://www.fluno.com/faqs.php#4).



## Valet Laundry

Valet laundry service is available for all Fluno Center guests.



## In-Room Dining

Tired after a long day of travel? Enjoy a hot meal in your room prepared by our chefs. Offered nightly from 4:30 p.m. to 10:00 p.m.





# Parking

## Day Event Attendee Parking

Numerous open to the public parking lots are located within walking distance of the Fluno Center. Please contact your Conference Planner for event attendee parking options.



## Overnight Guest Parking

Overnight guests have the option of reserving a parking space with their reservation. If a parking space is reserved, upon arrival, overnight guests should park in the circular loading zone in front of the Fluno Center and check in with the front desk. The guest will be issued an overnight parking permit for Lot 83 located directly below the Fluno Center. The permit should be scanned at the gate each time the guest enters and exits the lot. Permits must be displayed on the vehicle's dashboard at all times while in Lot 83.

Overnight parking permits are an additional \$12 per night and the charge is applied directly to the guest room bill.

\*\*\*Overnight parking charges for individual guests can be covered by the event master bill.

