




EXPERIENCE  
**waterloo**  
*Meeting Planner's Guide*



**1400+**  
HOTEL ROOMS



**WATERLOO**  
REGIONAL AIRPORT  
OFFERS DIRECT FLIGHTS  
TO CHICAGO O'HARE



**347,000**  
SQUARE FEET OF  
MEETING SPACE



**1 MILLION**  
DOLLARS AWARDED  
TO CONVENTIONS THE  
PAST 5 YEARS

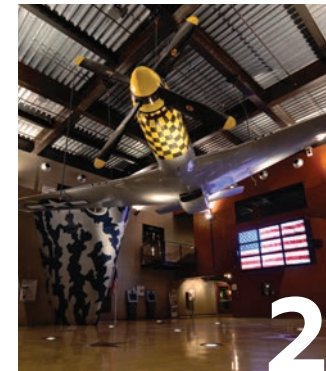


**70+**  
LOCALLY-OWNED  
RESTAURANTS



**8**  
PUBLIC GOLF COURSES  
WITHIN 15 MILES

## Five Reasons to Experience Waterloo!



**1. EVENT SPACES BIG & SMALL**  
Choose from over 20 different and unique meeting venues, including convention hotels, arenas and outdoor spaces, event and banquet facilities, small meeting hotels and more. With more than 1,400 hotel rooms, visitors can enjoy accommodations in all styles and sizes with a variety of dining and entertainment options nearby.

**2. AWARD-WINNING ATTRACTIONS**  
Explore over 106 miles of paved recreational trails, learn about the history of the Five Sullivan Brothers at the Grout's Iowa Veterans Museum, discover arts and culture at the Waterloo Center for the Arts, take a tour through John Deere Operations, or experience dining like never before at Galleria de Paco.

**3. GRANT & EVENT ASSISTANCE**  
Experience Waterloo offers a grant assistance program for planners hosting their event in Waterloo. Plus, our staff will work with your organization or group to ensure a successful event and personally assist you in creating a one-of-a-kind experience for you and your attendees.

**4. GETTING AROUND**  
Located at the crossroads of Interstate 380 and Highways 218, 63 and 20 – Waterloo is easily accessible from every location in Iowa and the Midwest. Waterloo Regional Airport is the Cedar Valley's regional airport and provides daily jet service to Chicago O'Hare on American Airlines.

**5. DINING, SHOPPING & NIGHTLIFE**  
From locally-owned restaurants to national chains, visitors will discover an abundance of delectable dining options. Downtown Waterloo alone is home to over 25 restaurants, all within walking distance of shopping and nightlife.

### MILEAGE TO WATERLOO

Cedar Rapids	55	Sioux City	229
Amana Colonies	71	Council Bluffs	232
Mason City	80	Omaha, NE	242
Iowa City	85	Milwaukee, WI	263
Dubuque	91	Chicago, IL	268
Des Moines	105	Sioux Falls, SD	287
Quad Cities	135	Kansas City, MO	310
Burlington	154	St. Louis, MO	356
Minneapolis, MN	200		



**Paige Nieman, CNP**  
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VENUE LISTED ALPHABETICALLY	VENUE TYPE	SQ. FT.	HEIGHT	RECEPTION	BANQUET	THEATER	CLASSROOM	BOARD ROOM	CAPACITY	SEATED
<b>COURTYARD BY MARRIOTT</b>	Convention & Hotel									
Cedar Oak Banquet Hall		4,500	-	180	180	260	260	140	-	-
<b>FIVE SULLIVAN BROTHERS CONVENTION CENTER</b>	Convention									
Exhibit Hall		19,080	50'	2,000	1,500	2,000	1,000	-	-	-
10		980	10'	100	56	80	48	-	-	-
11 / 13		700	10'	75	32	54	32	-	-	-
12		1,728	10'	200	80	175	84	-	-	-
21 / 23		3,984	16'	500	264	385	192	-	-	-
22		2,988	16'	380	168	288	160	-	-	-
24 / 25		900	16'	100	48	65	40	-	-	-
Seminar		1,200	10'	-	-	-	40	-	-	-
<b>GROUT MUSEUM DISTRICT</b>	Event									
Board		875	9'	-	-	-	-	25	-	-
Classrooms (3)		378	8'	-	-	-	30 ea	-	-	-
Conference		1,660	9'	70	70	110	-	60	-	-
Ike Leighty Classroom		320	9'	-	-	-	20	-	-	-
Lobby		850	25'	100	100	120	-	100	-	-
Lobby with Mess Hall		1,900	25'	220	220	-	-	-	-	-
Mess Hall		1,300	10'	-	120	150	-	100	-	-
Snowden House		2,075	10'	80	80	-	-	30	-	-
Theatre		800	10'	-	-	65	-	-	-	-
<b>ISLE CASINO HOTEL WATERLOO</b>	Convention & Hotel									
Ballroom		5,000	14'	400	270	300	250	-	-	-
Salon A		1,400	14'	120	80	100	70	-	-	-
Salon B		670	14'	60	40	60	35	-	-	-
Salon C		870	14'	60	40	60	35	-	-	-
Salon D		830	14'	60	40	60	35	-	-	-
<b>WATERLOO CENTER FOR THE ARTS</b>	Event									
Allbee Room		460	9'	50	24	40	18	18	50	-
Boat House*		1,328	8'	200	72	100	28	32	160	-
Hope Martin Theatre		2,655	22'	-	-	400	-	-	400	-
Hurwich Room		770	9'	100	48	60	24	32	100	-
Law Court Theater		1,035	9'	-	-	100	72	20	120	-
Media Gallery		478	9'	60	36	48	18	20	60	-
Petersen Town Hall		2,448	15'	350	120	200	100	-	350	-
RiverLoop Amphitheatre (Outdoor)*		-	-	-	-	-	-	-	1,000	600
RiverLoop Expo Plaza (Outdoor)*		-	-	-	-	-	-	-	5,000	-
Riverside Plaza (Outdoor)		10,000	-	1,500	300	160	-	-	1,500	-
Rotary-Lichty Gallery with Rotary Deck		2,835	15'	300	200	-	-	-	300	-
Rotary Room		488	15'	70	36	42	18	28	70	-
Schoitz River Rooms I-III										
1 Room		1,569	12'	233	80	-	-	32	200	-
2 Rooms		3,138	12'	466	160	-	-	-	400	-
3 Rooms		4,707	12'	700	240	500	-	-	700	-
Visual Arts Studio		1,302	10'	200	48	-	-	32	200	-
Visual Arts Studio with Hurley-McCoy Deck		3,669	10'	350	200	-	-	-	350	-
Watkins Grand Foyer / Longfellow Concourse		3,781	22'	600	144	-	-	-	600	-

\*Separate venue managed by Waterloo Center for the Arts

VENUE LISTED ALPHABETICALLY	VENUE TYPE	SQ. FT.	HEIGHT	RECEPTION	BANQUET	THEATER	CLASSROOM	BOARD ROOM	CAPACITY	SEATED
<b>BROWN DERBY</b>	Event									
Ballroom		5,500	-	275	220	-	-	-	-	-
Lobby		1,500	-	50	-	-	-	-	-	-
<b>CEDAR VALLEY ARBORETUM</b>	Event									
Education Center		-	-	-	-	-	-	-	50	-
Garden (Outdoor)		-	-	-	-	-	-	-	250	-
Welcome Center		-	-	-	-	-	-	-	40	-
<b>CEDAR VALLEY SPORTSPLEX</b>	Event									
Conference		400	-	-	-	-	-	-	15	-
Field House		30,000	-	-	-	-	-	-	Varies	-
Gymnasium		12,750	-	-	-	-	-	-	500	-
Multi-Purpose 1		1,000	-	-	-	-	-	-	56	-
Multi-Purpose 2		2,000	-	-	-	-	-	-	92	-
Multi-Purpose 1 & 2		3,000	-	-	-	-	-	-	148	-
Pool Party 1		230	-	-	-	-	-	-	30	-
Pool Party 2		230	-	-	-	-	-	-	30	-
<b>NATIONAL CATTLE CONGRESS</b>	Event									
Electric Park Ballroom		5,103	-	-	-	-	-	-	1,100	600
Estel Hall		60,000	-	-	-	-	-	-	8,500	8,000
The Hippodrome		20,000	-	-	-	-	-	-	6,000	7,000
Pavilion		11,200	-	-	-	-	-	-	1,000	500
<b>SINGLESPEED BREWING</b>	Event & Restaurant									
Patio (Outdoor)		1,100	14'	135	110	84	40	30	135	110
Private Room		1,200	10'	70	60	80	30	28	80	60
<b>SKY EVENT CENTRE</b>	Event									
Black's Sky Room		4,312	-	359	300	-	-	-	359	300
Black's Tea Room		1,745	-	91	56	-	-	-	91	91
<b>WATERLOO ELKS LODGE</b>	Event									
Ballroom		5,050	-	-	350	-	-	-	-	-
Gatsby		2,300	-	-	100	-	-	-	-	-
Lodge		2,300	-	-	125	-	-	-	-	-
PAL		1,900	-	-	150	-	-	-	-	-
Red Stag		1,900	-	-	60	-	-	-	-	-
<b>YOUNG ARENA</b>	Event									
Arena		20,000	-	-	-	-	-	-	-	3,000
Meeting		500	-	-	-	-	-	-	-	20



### COMPLIMENTARY SERVICES

- Lead Service
- Site Visits
- Promotional Information
- Press Releases
- Customized Name Badges
- Welcome Address
- Visitor Information

### SHOW YOUR BADGE PROGRAM

Show Your Badge is Waterloo's premier discount program for convention, meeting, and sports tournament attendees. Use the Show Your Badge card to enjoy exclusive deals and discounts at attractions, restaurants, shops, events and more in Waterloo. Just present the card at any of the participating establishments to receive the discounts.