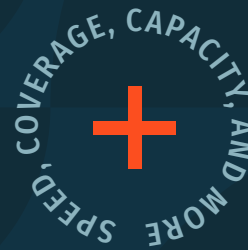


BAIRD CENTER

TECHNOLOGY SERVICES



400 W. WISCONSIN AVE. MILWAUKEE, WI | BAIRDCENTER.COM





+

**SPEED AND
CAPACITY**



+

**COMPREHENSIVE
COVERAGE**



+

**NETWORK
MANAGEMENT**

**STATE-OF-THE-ART IS NOT A CATCHPHRASE AT THE
WISCONSIN CENTER DISTRICT, IT'S JUST HOW THE WCD WORKS.**

The Wi-Fi is double the capacity and triple the speed, reliable for wherever you work, and customizable for your back end data.

Using Extreme Network's ExtremeCloud IQ Platform, the Baird Center can automate Wi-Fi deployments, gather analytics, scale faster, and secure and optimize the end-user and application experience.

BUILT FOR SPEED

Baird Center Wi-Fi is double the capacity and triple the speed, with Wi-Fi 6 coverage throughout the Exhibition Hall. Baird Center IT capability to manage high upload and download traffic means that users can reliably establish a remote office; seminars can rely on Wi-Fi to stream sessions; and dual live and virtual events are effective and efficient.

The upgraded wireless system is designed for the heaviest of users with true 1 Gbps backhaul to the network with no meshing of access points, and 300 Mbps up/down bandwidth. The core network supports 10 Gbps network connections with a 40 Gbps backbone. Internet access is scalable to 10 Gbps and is provided through two redundant connections, via diverse providers.





WE'VE GOT YOU COVERED

The needs of everyday, real users are met efficiently with no dead spots. RF planning tools and industry best practices have been used to develop coverage and ensure it can expand to support the demands of the future.

Baird Center IT Technicians and Network Engineers are available on site. They are ready to assist you in person and in real time with any needs that arise, ensuring the best possible IT experience for your event.

NETWORK MANAGEMENT

Extreme Network's ExtremeCloud IQ platform allows more productive detection of anomalies within the Wi-Fi network before they become widespread problems. Increased analytics and AI capabilities allow event organizers to access usage data including application use by attendees, devices used, and time spent on each application or website.

Baird Center can fully customize Wi-Fi login screens and build redirection pages for event organizers to make sure attendees get the full show experience.



BIG THINGS ARE COMING IN 2024 +



BOOKING NOW!

The expanded Baird Center is scheduled to open in Q1 2024. That expansion will create:

- 24 new meeting rooms;
- an additional exhibition hall bringing the total exhibition space to 300,000 contiguous square feet;
- a spectacular fourth floor ballroom,
- a new executive kitchen;
- six additional loading docks;
- state-of-the-art sanitization and air cleaning infrastructure;
- and a robust IT network throughout the entire convention center.