



**RENTAL RATE SCHEDULE/SPECIFICATIONS - EFFECTIVE JANUARY 1, 2025 - DECEMBER 31, 2025**

(Capacities are based on tables and chairs only. The addition of A/V equipment, staging, buffets, bars or similar items will reduce the maximum capacities.)

Room/Space/Event	Exhibition Hall	New Holland Pavilions		Veterans Memorial Coliseum	Arena Building			Other Areas	
	2025 Rates Per Day Charge	Square Footage	Room Dimensions	Ceiling Height	Max Banquet	Max Classroom	Max Theatre Seating	Max Reception	Booths (10'x10')
<b>Exhibit Hall A-D</b>	<b>\$ 18,250</b>	<b>100,000</b>	<b>210' x 480'</b>	<b>30'</b>	<b>4,650</b>	<b>4,400</b>	<b>8,800</b>	<b>8,800</b>	<b>582</b>
Exhibit Hall A	\$ 4,500	25,000	210' x 120'	30'	1,200	1,000	2,000	2,000	146
Exhibit Hall B	\$ 4,500	25,000	210' x 120'	30'	1,200	1,000	2,000	2,000	146
Exhibit Hall C	\$ 3,750	20,000	210' x 90'	30'	850	900	1,800	1,800	110
Exhibit Hall D	\$ 5,500	30,000	210' x 150'	30'	1,400	1,500	3,000	3,000	180
Conference Room A, B or D (each)	-	570	20' x 30'	8'10"	24	24	32	32	-
<b>Madison Room (Secured Storage)</b>	<b>\$ 125</b>	<b>480</b>	<b>16' x 30'</b>	<b>9'11"</b>	<b>24</b>	<b>20</b>	<b>30</b>	<b>30</b>	<b>-</b>
<b>Mendota 1-4*</b>	<b>\$ 2,200</b>	<b>8,640</b>	<b>60' x 144'</b>	<b>12'1"</b>	<b>500</b>	<b>600</b>	<b>1,000</b>	<b>1,000</b>	<b>50 (8'x10')</b>
Mendota 1	\$ 475	2,040	60' x 34'	12'1"	120	120	200	200	-
Mendota 2	\$ 475	1,800	60' x 30'	12'1"	120	120	200	200	-
Mendota 3	\$ 475	1,800	60' x 30'	12'1"	120	120	200	200	-
Mendota 4	\$ 775	3,000	60' x 50'	12'1"	200	200	400	400	-
<b>Mendota 5-8*</b>	<b>\$ 1,700</b>	<b>6,336</b>	<b>44' x 144'</b>	<b>12'1"</b>	<b>300</b>	<b>-</b>	<b>700</b>	<b>700</b>	<b>40 (8'x10')</b>
Mendota 5	\$ 375	1,496	44' x 34'	12'1"	80	56	144	144	-
Mendota 6	\$ 375	1,320	44' x 30'	12'1"	80	56	144	144	-
Mendota 7	\$ 375	1,320	44' x 30'	12'1"	80	56	144	144	-
Mendota 8	\$ 575	2,200	44' x 50'	12'1"	120	160	250	250	-
<b>Lake Rooms*</b>	<b>\$ 1,100</b>	<b>3,904</b>	<b>120' x 32'</b>	<b>12'5"-15'4"</b>	<b>250</b>	<b>-</b>	<b>300</b>	<b>600</b>	<b>-</b>
Monona	\$ 275	1,088	32' x 32'	12'5"-15'4"	48	40	108	108	-
Wingra	\$ 275	960	32' x 30'	12'5"-15'4"	48	40	108	108	-
Waubesa	\$ 275	960	32' x 30'	12'5"-15'4"	48	40	108	108	-
Kegonsa	\$ 275	896	32' x 28'	12'5"-15'4"	48	40	108	108	-
<i>*Meeting Room Rentals include a one time setup of tables, chairs, lectern, wired microphone, room sound, coatrack, small wastebasket, skirted registration table, and skirted head table</i>									
<b>Atrium</b>	\$1,500 for full space	5,852	77' x 76'	12'1"	200	-	-	400	-
	\$0.35/net sq ft for Exhibitor Booths				-	-	-	-	58
<b>Boardroom (Includes in room A/V)</b>	\$ 325	960	32' x 30'	12'5"-15'4"	-	-	-	40	-
<b>Lobby</b>	\$0.35/net sq ft for Exhibitors	30,000	600' x 50'	-	-	-	-	-	-
<b>Second Floor Lounge/Mezzanine</b>	\$ 450	1,800	30' x 60'	12'5"-15'4"	120	-	-	216	-
<b>Arena Building</b>	\$ 3,000	22,000	100' x 220'	30'	1,000	-	-	-	105
<b>New Holland Pavilions - Non-Livestock Events</b>									
<b>New Holland Pavilion 1</b>		90,000							
Off Season (December - March)	\$ 7,000	82,100	-	Various	-	-	-	-	-
In Season (April - November)	\$ 8,800								
Pre-Function Area - ALL	\$ 1,500	7,900	-	-	-	-	-	-	-
Pre-Function Area - Lower Level	\$ 1,000	2,500	-	-	-	-	-	-	-
Pre-Function Area - Mezzanine	\$ 750	5,400	-	-	-	-	-	-	-
<b>New Holland Pavilion 2</b>		200,000							
Off Season (December - March) - No Heat Available	\$ 6,250		-	-	-	-	-	-	-
In Season (April - November)	\$ 12,500								
<b>Veterans Memorial Coliseum</b>									
Coliseum	\$10,300/day	66,885	-	65'-96'	4,240	-	10,230	-	360
Lower Flat Floor		24,885	237' x 105'	65'-96'	2,440		2,798		160
Lower Concourse		22,000	-	10'	800		-		120
Main Level		20,000	-	9.5'	1,000		2,133		80
Upper Level		-	-	9.5'	-		5,299		-
<b>Plaza</b>	\$ 2,000								
	\$0.10 per sq ft for exhibitors								
<b>Willow Island</b>	\$ 3,000	29 Acres							
<b>Quann Park</b>	\$ 3,000								
<b>Parking Lots (5,800 stalls total)</b>	\$1,000 per lot								
<b>Outside Exhibit Space</b>	\$0.10 per sq ft								
<b>Exhibition Hall All Rooms</b>	Call For Quote								
<b>Full Facility Rental</b>	Call For Quote								

*\* All other services, equipment, and personnel invoiced at current rates at time of event.*