

RENTAL RATE SCHEDULE/SPECIFICATIONS - EFFECTIVE JANUARY 1, 2023

(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.)

Energy	-	reduce the maximum capacities.)									
Center	Exhibition Hall	New Holland P			orial Coliseum		Building		er Areas		
Room/Space/Event	2023 Rates Per	Square	Room	Ceiling Height	Max Banquet	Max	Max Theatre	Max	Booths		
Exhibit Hall A-D	Day Charge \$ 15,400	Footage 100,000	Dimensions 210' x 480'	30'	4.650	Classroom 4,400	Seating 8,800	Reception 8,800	(10'x10') 582		
					4,650		-				
Exhibit Hall A Exhibit Hall B	\$ 4,380 \$ 4,380	25,000 25,000	210' x 120' 210' x 120'	30' 30'	1,200 1,200	1,000 1,000	2,000 2,000	2,000 2,000	146 146		
Exhibit Hall C	\$ 3,500	20,000	210 x 120 210' x 90'	30'	850	900	1,800	1,800	140		
Exhibit Hall D	\$ 5,250	30,000	210 x 30 210' x 150'	30'	1,400	1,500	3,000	3,000	110		
Conference Room A, B or D (each)		570	210 x 150 20' x 30'	8'10"	24	24	3,000	3,000	180		
Madison Room (Secured Storage)	\$ 120	480	16' x 30'	9'11"	24	24	30	30	-		
Mendota 1-4*	\$ 1,850	8,640	60' x 144'	12'1"	500	600	1,000	1,000	50 (8'x10')		
Mendota 1	\$ 460	2,040	60' x 34'	12'1"	120	120	200	200			
Mendota 2	\$ 460	1,800	60' x 30'	12'1"	120	120	200	200			
Mendota 3	\$ 460	1,800	60' x 30'	12'1"	120	120	200	200	-		
Mendota 4	\$ 770	3,000	60' x 50'	12'1"	200	200	400	400			
Mendota 5-8*	\$ 1,340	6,336	44' x 144'	12'1"	300		700	700	40 (8'x10')		
Mendota 5	\$ 360	1,496	44' x 34'	12'1"	80	56	144	144			
Mendota 5 Mendota 6	\$ 360	1,320	44' x 30'	12'1"	80	56	144	144			
Mendota 3 Mendota 7	\$ 360	1,320	44' x 30'	12'1"	80	56	144	144	-		
Mendota 8	\$ 570	2,200	44' x 50'	12'1"	120	160	250	250			
Lake Rooms*	\$ 940	3,904	120' x 32'	12'5"-15'4"	250	-	300	600			
Monona	\$ 260	1,088	32' x 32'	12'5"-15'4"	48	40	108	108			
Wingra	\$ 260	960	32' x 30'	12'5"-15'4"	48	40	108	108	-		
Waubesa	\$ 260	960	32' x 30'	12'5"-15'4"	48	40	108	108			
Kegonsa	\$ 260	896	32' x 28'	12'5"-15'4"	48	40	108	108			
*Meeting Room Rental includes		ı bles, chairs, lecte	rn, wired micro	phone, room sou	nd, coatrack, wa	stebasket, skirt	ed registration ta	ble, and skirted	head table.		
Atrium	\$0.34/net sq ft			12'1"	200			400			
	for Exhibitors	5,852	77' x 76'			-	-		-		
Boardroom (Includes in room A/V)	\$ 310	960	32' x 30'	12'5"-15'4"	-	-	-	40			
Lobby	\$0.34/net sq ft										
,	for Exhibitors	30,000	600' x 50'				-				
Second Floor Lounge/Mezzanine	\$ 440	1,800	30' x 60'	12'5"-15'4"	120	-	-	216	-		
Arena Building											
Unheated (Apr 1 - Oct 31)	\$ 2,570	22,000	100' x 220'	30'	1,000	_	_	_	105		
Heated (Nov 1 - Apr 1)	\$ 5,140	22,000	100 x 220	50	1,000				100		
New Holland Pavilions - Non-Liv	estock Events										
New Holland Pavilion 1		90,000									
Unheated	\$ 6,180	82,100	_	Various	_	_	_	_	_		
Heated	\$ 8,240	02,100									
Pre-Function Area - ALL	\$ 3,100	7,900	-	-	-	-	-	-	-		
Pre-Function Area - Lower Level	\$ 2,060	2,500	-	-	-	-	-	-	-		
Pre-Function Area - Mezzanine	\$ 1,040	5,400	-	-	-	-	-	-	-		
New Holland Pavilion 2	\$ 12,360	200,000	-	-	-	-	-	-	-		
Veterans Memorial Coliseum											
Coliseum		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	\$10,300/day	22,000	-	10'	800	-	-	-	120		
Main Level		20,000	-	9.5'	1,000		2,133		80		
Upper Level		-	-	9.5'	-		5,299		-		
Conventions & Rallies -	Extra \$1,920			Dne time Charge	-						
Basketball -	Extra \$2,884					etball hoops.	One time Charg	ge)			
Rodeo & Livestock Events -	Extra \$12,000			noval. (One time							
Ice Events -	Extra \$15,500		ation and rem	oval. (One time	Charge)						
Administration Conference Room	\$ 210	1,000				-					
Willow Island	\$ 3,100	29 Acres				-					
Quann Park	\$ 3,100	-									
Parking Lots (5,800 stalls)	\$0.10 per sq										
Outside Exhibit Space	\$0.10 per sq	tt per day	ft per day -								
Exhibition Hall All Rooms	Call For Quote					-					
Full Facility Rental	Call For Quote	L <u></u>				-					
* All other services, equipment,	and personnel to b	be invoiced at ro	ites current at	time of event.	Additional chai	rges related to	o waste recyclin	g may be chai	rged to lessee.		



2023 Pavilion Livestock Event Price List

ricing:									
Pavilion 1 (P1)	Per Day	3 Day Minimum	5 Day Minimum	7 Day Minimur				
Standard Set: One ring with Kiser	•	\$ 4,120	\$ 3,350	\$ 2,880	\$ 2,680				
footing, 110' x 220'	Cattle/Other* Event		\$ 3,910	\$ 3,300	\$ 3,090				
P1 Pre-Function			lion 1 Rental; \$600 pe						
			· •						
Pavilion 2 (P2)	Per Day	3 Day Minimum	5 Day Minimum	7 Day Minimur				
Standard Set: Two rings with dirt	•	\$ 6,180	\$ 5,670	\$ 4,840	\$ 4,530				
footing, 110' x 220' each	Cattle/Other* Event	. ,	\$ 6,180	\$ 5,770	\$ 5,360				
			or livestock event	· · / ·	, , , , , , , , , , , , , , , , , , ,				
Pavilion 1 Max	•			ing (half value with	n ring)				
Pavilion 1 Maximum of 400 Stalls or 800 Head of Cattle With No Ring (half value with ring) Pavilion 2 Maximum of 900 Stalls or 1,800 Head of Cattle With No Ring (half value with ring)									
avilion Specific Equipment	and Services Included	With Buil	ding Rental:						
20 barn tables and 50			·						
All utilities									
Announcer platform a	nd/or sale platform per rir	ng							
Building sound with or	ne (1) wired microphone p	er ring							
Complimentary Wi-Fi									
Exterior washracks ava	ailable from April 1st to No	ovember 1st							
Four (4) Bleachers per									
Milking Parlor for Dairy shows only									
-	, Day Between the Hours of	7am and 3	pm						
One (1) semi of manur									
Pavilion 1 showers	. ,								
Show office w/ standa	rd set-up								
	needed, final count must	be provide	d 30 days before event s	start					
dditional Equipment or Ser	vices:								
Additional announcer/	sale platform			\$ 103	EA				
Additional loads of ma	nure			\$ 464	EA				
Aisle sweep or ring dra	g before 7am, after 3pm,	Sundays or	holidays	\$ 103	EA				
Aisle sweep or ring dra	g between 7am and 3pm		· · · · ·	\$ 52	EA				
Barn fan				\$ 31	EA				
Barn tables					EA				
Cleaning out stalls pos	t event			\$ 15					
	ghts may be required - add	ditional \$50	EA)	\$ 21	EA				
	quired by City of Madison			\$ 25	HR				
Livestock scale				\$ 46	EA				
Privacy panels - Alliant	Energy Center install			\$ 30	EA				
	Privacy Panels - show/self install \$5 EA								
	and/or reconfiguration			\$ 8,000	EA				
	ount increase / other char	iges with les	s than 10 days	\$ 200					
Sorting trash from mai			,	\$ 100					
Journa riasi nomina	luie								

Camping Available:	
North Lot - (40) 30amp Hook-ups with Water Access	\$ 35 per night
Willow Island - (25) 20/30/50 amp Hook-ups with Water Access	\$ 35 per night
Willow Island - (74) 20/30 amp Hook-ups with Water Access	\$ 35 per night

There is no monetary substitution for unused included items.

All other services, equipment, and personnel to be invoiced at rates current at time of event.



Equipment or Service Description	Promoter Price *Contracted Customers	U/M	Exhibitor Advance Price "Items ordered 10 days prior to event."	Exhibitor Standard Price *Items ordered with 10 days or during event.*	Exhibitor Minimum Quantity
Audio Visual			UTUNIL.		
10.5' x 14' Front Projection Screen	129.00	EA			
32" LCD Monitor HDTV	52.00	EA	225.00	270.00	
40" LCD Monitor	103.00				
8' x 8' Front Projection Screen	52.00	EA			
9' x 12' Front Projection Screen	77.00	EA			
Display Tripod with 32" Monitor	104.00	EA	325.00	390.00	
Laser Projector	412.00				
Laser Projectors - 2 Linked	824.00	EA			
LCD Projector	250.00				
LCD Projectors - 2 Linked	500.00				
Meeting Room LED Projector With Screen	155.00	EA			
Meeting Room Screen Only	52.00	EA			
Portable Sound System With Microphone	206.00				
Press Box (Multi-Port XLR Splitter)	103.00				
Sound Feed	21.00				
Standing Lectern - No Mic Included	31.00	EA			
Table-Top Lectern - No Mic Included	26.00				
Wired Microphone With Mixer	41.00	EA			
- Additional Wired Microphone	10.00				
Wireless Hand-Held Microphone	77.00				
Wireless Headset	103.00				
Wireless Lavaliere Microphone	77.00	EA			
Wireless Mouse	21.00	EA			
Booth Packages: Table Skirts and Drape Colors Determined by Show	1				
Package A:	103.00	EA			
- Includes Back and Side Drape, 8' table skirted, 2 (two)					
Upholstered Chairs, Small Wastebasket, and Booth Sign					
Package B:	77.00	EA			
- Includes Back and Side Drape, 8' table skirted, 2 (two)					
Upholstered Chairs, and Small Wastebasket	07.00				
Package C:	67.00	EA			
- Includes Back and Side Drape, 8' table, 2 (two)					
Upholstered Chairs, and Small Wastebasket	46.00	EA			
Package D: - Includes Back and Side Drape	40.00				
Building Sound: Includes Mixer with Wired Microphone, DMX Music.	and Porsonal Audio k	lookup			
All Grounds Barn Call	1				
Coliseum	618.00 412.00				
Coliseum Clear Com Cue System	149.00				
Exhibition Hall - 1 Hall	149.00				
Exhibition Hall - 2 Halls	206.00				
Exhibition Hall - 3 Halls	309.00				
Exhibition Hall - 4 Halls	412.00				
Pavilion 1	200.00				
Pavilion 2	300.00				
Carpeting Colors: Red, Blue, Gray, Maroon, Green, Black	000.00				
10' Wide Carpet by the Running Foot	13.00	FT			
10' x 10' Carpet or Padding	13.00	EA	138.00	165.60	
10' x 20' Carpet or Padding		EA	276.00		
10' x 30' Carpet or Padding		EA	414.00		
10' x 40' Carpet or Padding		EA	552.00		
10' x 50' Carpet or Padding		EA	690.00		
10' x 60' Carpet or Padding		EA	828.00	993.60	
Carpet All Halls	15,450.00		020.00	330.00	
Carpet Hall A	4,378.00				
Carpet Hall B	4,378.00				
Carpet Hall C	3,502.00				
Carpet Hall D	5,253.00				
Stage Carpet Per Square Foot		SQFT			
Aisle Carpet	Call for Quote				



Equipment or Service Description	Promoter Price *Contracted Customers	U/M	Exhibitor Advance Price *Items ordered 10 days prior to event.*	Exhibitor Standard Price *Items ordered within 10 days or during the event.*	Exhibitor Minimum Quantity
Connection Services					
Air Connection - Exhibition Hall Only	250.00	EA	255.00	306.00	
Water Connection	250.00	EA	255.00	306.00	
Fire Hydrant Connection	600.00	EA	618.00	741.60	
Electrical Service	00.00	= ^	405.00	150.00	
1000W Electrical Outlet - 10 Amps 2000W Electrical Outlet - 20 Amps	88.00	EA	125.00	150.00	
2000W Electrical Outlet - 20 Amps 20 Amp/208 Volt/Single Phase Connection	110.00 166.00	EA EA	160.00 227.00	192.00 272.40	
30 Amp/208 Volt/Single Phase Connection	199.00	EA	268.00	321.60	
40 Amp/208 Volt/Single Phase Connection	232.00	EA	309.00	370.80	
50 Amp/208 Volt/Single Phase Connection	298.00	EA	350.00	420.00	
60 Amp/208 Volt/Single Phase Connection	329.00	EA	391.50	469.80	
80 Amp/208 Volt/Single Phase Connection	359.00	EA	508.00	609.60	
100 Amp/208 Volt/Single Phase Connection	400.00	EA	624.00	748.80	
Per Amp/208 Volt/Single Phase Connection	6.00	AMP	6.75	8.10	100.00
20 Amp/208 Volt/3 Phase Connection	210.00	EA	286.00	343.20	
30 Amp/208 Volt/3 Phase Connection	248.00	EA	337.50	405.00	
40 Amp/208 Volt/3 Phase Connection	286.00	EA	389.00	466.80	
50 Amp/208 Volt/3 Phase Connection	364.00	EA	440.50	528.60	
60 Amp/208 Volt/3 Phase Connection	400.00	EA	492.00	590.40	
80 Amp/208 Volt/3 Phase Connection	436.00	EA	608.00	729.60	
100 Amp/208 Volt/3 Phase Connection	470.00	EA	725.00	870.00	100.00
Per Amp/208 Volt/3 Phase Connection	7.00	AMP	7.75	9.30	100.00
Upgrade from 1000W to 2000W	1.00	EA EA	160.00	192.00	
Pavilion Electric Use per kilowatt 9' Extension Cord	1.00 12.00	EA EA	24.00	28.80	
Power Strip	12.00	EA	24.00	28.80	
3 Way Plug	3.00	EA	5.50	6.60	
20' Multi-Cube Electric Cord	88.00	EA	0.00	0.00	
Tables, Table Skirts, and Table Tops - Colors: Red, Royal Blue, Dark			av. Maroon		
Table - Rectangle 4' to 8', Round 30" to 60"	10.00	EA			
Leg Extensions To Raise Table To Counter Height	5.00	EA			
Skirt - 3 Sided, Two Needed For 4 Sided	10.00	EA			
Satin or Linen Top	10.00	EA			
4' Table		EA	29.00	34.80	
4' Table Skirted		EA	59.00	70.80	
4' Tall Table		EA	39.00	46.80	
4' Tall Table Skirted		EA	59.00	70.80	
4' Satin Top		EA	15.50	18.60	
6' Table		EA	33.50	40.20	
6' Table Skirted		EA	71.50		
6' Tall Table		EA	43.50		
6' Tall Table Skirted		EA	71.50		
6' Satin Top 8' Table		EA EA	15.00 40.50		
8' Table Skirted		EA	94.00	112.80	
8' Tall Table		EA	50.50		
8' Tall Table Skirted		EA	94.00		
8' Satin Top		EA	15.50		
30" Round Table		EA	29.00	34.80	
30" Round Table Skirted		EA	61.00	73.20	
30" Round Tall Table		EA	39.00	46.80	
30" Round Tall Table Skirted		EA	61.00	73.20	
30" Round Satin Top		EA	15.50		
36" Round Table		EA	29.00	34.80	
36" Round Table Skirted		EA	61.00	73.20	
36" Tall Table		EA	39.00	46.80	
36" Tall Table Skirted		EA	61.00	73.20	
36" Round Satin Top		EA	15.50	18.60	
60" Round Table		EA	29.00	34.80	
60" Round Table Skirted		EA	127.00		
60" Round Table		EA	27.50	33.00	



Tables Continued 60" Round Table Skirted			*Items ordered 10 days prior to event.*	Price *Items ordered with 10 days or during event.*	Minimum Quantity
				-	
		EA	120.00	144.00	
Picnic Table	31.00	EA			
Coffee Table	10.00	EA	27.50	33.00	
Table Riser (8" x 8" x 96")	31.00	EA	50.00	60.00	
Table Riser (8" x 8" x 96") Skirted	41.00	EA	60.00	72.00	
Seating			1		
Upholstered Chairs (Indoor Only)	4.00	EA	26.00		
Red Upholstered Chairs (Coliseum Only)	3.00	EA	35.00	42.00	
Plastic Stacking Chairs	3.00	EA	14.50	17.40	
Arm Chair (Indoors Only)	5.00	EA			
Tall Chair (Indoors Only)	10.00	EA	76.00	91.20	
Bleachers (Seats approximately 50, 13' deep x 19'6" wide)	129.00	EA			
House Keeping					
Booth Cleaning 10' x 10'		EA	21.50		
Booth Cleaning 10' x 20'		EA	43.00		
Booth Cleaning 10' x 30'		EA	64.50		
Booth Cleaning 10' x 40'		EA	86.00		
Booth Cleaning 10' x 50' or Larger		EA	107.50	129.00	
Pipe and Drape - Colors: Red, Blue, White, Gray, Black, Maroon				· · ·	
3' High Pipe Frame Only	2.00	FT			
8' High Pipe Frame Only	2.00	FT	33.00	39.60	10.00
3' High Pipe and Drape	3.00	FT	13.00	15.60	10.00
8' High Pipe and Drape	4.00	FT	14.50	17.40	10.00
12' High Pipe and Drape	5.00	FT			
Piece of 8' Drape		EA	8.00	9.60	
Piece of 3' Drape		EA	6.50	7.80	
Special Use Equipment					
12' Presentation Flag - State	52.00	EA			
12' Presentation Flag - United States	52.00	EA			
2' x 3' Flip Charts with Markers	36.00	EA			
3/4 House Curtain	773.00	EA			
30' x 40' United States Flag	103.00	EA			
48" x 32" White Board with Markers	31.00	EA			
55 Gallon Red Trash Barrel (Outside Only)	21.00	EA			
Baldwin Baby Grand Piano (Includes Tuning)	600.00	EA			
Bike Barricade (8' Section)	15.00	EA			
Coat Rack (Includes 75 Hangers)	26.00	EA			
Coliseum Scoreboard Mask	180.00	EA			
Coliseum Video Scoreboard	310.00	EA			
Easel	10.00	EA	37.00	44.40	
Full Length Mirror	21.00	EA			
Jersey Barricade	103.00	EA			
Large Black Trash Can	21.00	EA			
Large Tent Weights	52.00	EA	50.00	50.00	
Lobby Stanchion with 6' Rope	15.00	EA			
Lobby Turnstile with Counter	52.00	EA			
Music Stand	5.00	EA			
Outdoor Mulch	50.00		55.00	55.00	
Outdoor Pressure Mats	41.00				
Piano Lift to Stage	100.00				
Plastic Tablecloth	8.00		16.50	19.80	
Portable Lighted Registration Counter	144.00	EA			
Portable Sink - Includes Water Connection	400.00				
Portable Ticket Shack (Outdoor)	139.00				
Raised Wood Dance Floor - 27' x 27'	1,000.00	EA			
Sawdust (30 Yard Load)	386.00				
Small Tent Weights	25.00	EA	25.00	25.00	
Small Wastebasket	5.00		14.50		
Stage (8" - 72" Height) - 4' x 8' sections		SQFT			
Super Trooper Spotlight - Without Operator	206.00				
Upright Piano (Includes Tuning)	500.00				
Velour Stage Curtain - 12' High	15.00				



Equipment or Service Description	Promoter Price *Contracted Customers	U/M	Exhibitor Advance Price *Items ordered 10 days prior to event.*	Exhibitor Standard Price "Items ordered with 10 days or during event."	Exhibitor Minimum Quantity				
Labor - Staffing Needs Will Need To Be Ordered Through Alliant Energy Center									
Ambulance with 2 EMT/Bike Medic Team	185.00	HR							
CSC Parking Attendant	25.00	HR							
CSC Unarmed Security	25.00	HR							
CSC Usher/Door Guard - Concert w/ 50 or More	25.00	HR							
CSC Usher/Door Guard - General Event	22.00	HR							
CSC Usher/Parker Supervisor	30.00	HR							
Dane County Sheriff's Officer	95.00	HR							
Display Setup/Tear Down - Overtime/Sunday	150.00	HR	150.00						
Display Setup/Tear Down - Regular Time	100.00	HR	110.00						
Electrician - Overtime/Sunday	210.00	HR							
Electrician - Regular Time	140.00	HR							
EMT/AEMT/Paramedic Staff	80.00	HR							
Event Operations Specialist	35.00	HR							
Loading Dock	30.00	HR							
Service Desk	30.00	HR							
Skilled - Overtime/Sunday	123.00	HR							
Skilled - Regular Time	82.00	HR							
Sound Technician - Overtime/Sunday	75.00	HR							
Sound Technician - Regular Time	50.00	HR							
	30.00	HR							
Ticket Taker									
Unskilled - Overtime/Sunday Unskilled - Regular Time	64.50	HR							
	43.00	HR							
Usher / Door Guard / Badge Checker	22.00	HR							
Services			1						
Aisle Sign/Banner Hang	52.00	EA							
Crate Storage		EA	57.00	57.00					
Custom Sign 24" x 36"	20.00	EA							
Exhibition Hall Air Wall Open/Close During Event	210.00	EA							
Exhibition Hall Change During Event	82.00	LHR							
- Equipment not included in rate									
Forklift Services (Half Hour Minimum)	100.00	HR	100.00	120.00					
Highlift Service (Half Hour Minimum)	150.00	HR	150.00	180.00					
Meeting Room Change During Event	258.00	EA							
Order Booth Signs (7" x 44") Lots of 100+	16.00	EA							
Hang Show Provided Booth Sign	10.00	EA							
Sign Hanging - Ceiling (30' Maximum) with Two Operators	155.00	EA	255.00	306.00					
Sign Hanging - Pylon Mount (Exhibition Hall)	94.00	EA							
Tractor Service (Half Hour Minimum)	100.00	HR	100.00	120.00					
Weight of Freight (in Pounds)	0.51	LBS	0.51	0.51	50.00				
Telecommunications: All Connections are Reliable and Secure									
*Complimentary Wi-Fi Up To 5 mbps	-		-	-					
Wi-Fi Up To 15 mbps	100.00	EA	100.00	120.00					
Wi-Fi Up To 25 mbps	150.00	EA	150.00	180.00					
Internet Hardline Up To 15 mbps	300.00	EA	300.00	350.00					
Internet Hardline Up To 25 mbps	500.00	EA	500.00	575.00					
Internet Hardline Up To 250 mbps	1,500.00	EA	1,500.00	1,750.00					
Internet Hardline Up To 500 mbps	2,000.00	EA	2,000.00	2,500.00					
Internet Hardline Up To 1 gig	3,000.00	EA	3,000.00	4,000.00					
Network Switch - 4 ports	20.00	EA	20.00	24.00					
Network Switch - 7 ports	40.00	EA	40.00	48.00					
Ethernet Cord up to 50'	25.00	EA	25.00	30.00					
Ethernet Coupler (Extender)	6.00	EA	6.00	7.20					
*Complimentary Wi-Fi not recommended for POS with network			0.00	7.20					

*Complimentary Wi-Fi not recommended for POS with network card reader. *Connection and Stability is not guaranteed