



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.)

Room/Space/Event	Exhibition Hall	New Holland Pavilions		Veterans Memorial Coliseum		Arena Building		Other Areas	
	2023 Rates Per Day Charge	Square Footage	Room Dimensions	Ceiling Height	Max Banquet	Max Classroom	Max Theatre Seating	Max Reception	Booths (10'x10')
Exhibit Hall A-D	\$ 15,400	100,000	210' x 480'	30'	4,650	4,400	8,800	8,800	582
Exhibit Hall A	\$ 4,380	25,000	210' x 120'	30'	1,200	1,000	2,000	2,000	146
Exhibit Hall B	\$ 4,380	25,000	210' x 120'	30'	1,200	1,000	2,000	2,000	146
Exhibit Hall C	\$ 3,500	20,000	210' x 90'	30'	850	900	1,800	1,800	110
Exhibit Hall D	\$ 5,250	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	-
Madison Room (Secured Storage)	\$ 120	480	16' x 30'	9'11"	24	20	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 6	\$ 360	1,320	44' x 30'	12'1"	80	56	144	144	-
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	-
<i>*Meeting Room Rental includes one time setup of tables, chairs, lectern, wired microphone, room sound, coatrack, wastebasket, skirted registration table, and skirted head table.</i>									
Atrium	\$0.34/net sq ft for Exhibitors	5,852	77' x 76'	12'1"	200	-	-	400	-
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								
New Holland Pavilions - Non-Livestock Events									
New Holland Pavilion 1		90,000							
Unheated	\$ 6,180	82,100	-	Various	-	-	-	-	-
Heated	\$ 8,240								
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	\$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		-
Conventions & Rallies -	Extra \$1,920	Includes 60 stage sections. (One time Charge)							
Basketball -	Extra \$2,884	Basketball floor installation and removal, includes two basketball hoops. (One time Charge)							
Rodeo & Livestock Events -	Extra \$12,000	Dirt floor installation and removal. (One time Charge)							
Ice Events -	Extra \$15,500	Ice floor installation and removal. (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 ft per day								
Outside Exhibit Space	\$0.10 per sq ft per day								
Exhibition Hall All Rooms	Call For Quote								
Full Facility Rental	Call For Quote								

** All other services, equipment, and personnel to be invoiced at rates current at time of event. Additional charges related to waste recycling may be charged to lessee.*