



RENTAL RATE SCHEDULE/SPECIFICATIONS - EFFECTIVE JANUARY 1, 2024 - DECEMBER 31, 2024

(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	
	2024 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	\$ 18,250	100,000	210' x 480'	30'	4,650	4,400	8,800	8,800	582
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	-
Madison Room (Secured Storage)	\$ 125	480	16' x 30'	9'11"	24	20	30	30	-
Mendota 1-4*	\$ 2,200	8,640	60' x 144'	12'1"	500	600	1,000	1,000	50 (8'x10')
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	-
Mendota 5-8*	\$ 1,700	6,336	44' x 144'	12'1"	300	-	700	700	40 (8'x10')
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	-
Lake Rooms*	\$ 1,100	3,904	120' x 32'	12'5"-15'4"	250	-	300	600	-
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>									
Atrium	\$0.35/net sq ft for Exhibitors	5,852	77' x 76'	12'1"	200	-	-	400	-
Boardroom (Includes in room A/V)	\$ 325	960	32' x 30'	12'5"-15'4"	-	-	-	40	-
Lobby	\$0.35/net sq ft for Exhibitors	30,000	600' x 50'	-	-	-	-	-	-
Second Floor Lounge/Mezzanine	\$ 450	1,800	30' x 60'	12'5"-15'4"	120	-	-	216	-
Arena Building	\$ 3,000	22,000	100' x 220'	30'	1,000	-	-	-	105
New Holland Pavilions - Non-Livestock Events									
New Holland Pavilion 1		90,000							
Unheated	\$ 6,200	82,100	-	Various	-	-	-	-	-
Heated	\$ 8,200								
Pre-Function Area - ALL	\$ 3,100	7,900	-	-	-	-	-	-	-
Pre-Function Area - Lower Level	\$ 2,000	2,500	-	-	-	-	-	-	-
Pre-Function Area - Mezzanine	\$ 1,000	5,400	-	-	-	-	-	-	-
New Holland Pavilion 2	\$ 12,500	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		-
Willow Island	\$ 3,000	29 Acres							
Quann Park	\$ 3,000								
Parking Lots (5,800 stalls)	\$0.10 per sq ft per day, Minimum daily rental \$1,000 per lot						-		
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 invoiced at current rates at time of event.*