

2026 Equipment/Services Price List

Inventory subject to change based on availability.
AEC reserves the right to update pricing for services at any time.

Equipment or Service Description	Promoter Standard Price <small>*Contracted Customers</small>	Promoter Late Price <small>*Contracted Customers</small>	U/M	Exhibitor Advance Price <small>*Items ordered 10 days prior to event.*</small>	Exhibitor Standard Price <small>*Items ordered with 10 days or during event.*</small>	Exhibitor Minimum Quantity
Audio Visual						
32" LCD Monitor HDTV	50.00	66.65	EA	225.00	299.93	
Video Conference Set Up (includes camera, speakers, and conference microphone)	250.00	333.25	EA			
8' x 8' Front Projection Screen	50.00	66.65	EA			
9' x 12' Front Projection Screen	75.00	99.98	EA			
Display Tripod with 32" Monitor	105.00	139.97	EA	325.00	433.23	
Laser Projector	415.00	553.20	EA			
Laser Projectors - 2 Linked	830.00	1,106.39	EA			
LCD Projector	250.00	333.25	EA			
LCD Projectors - 2 Linked	500.00	666.50	EA			
Meeting Room LED Projector With Screen	155.00	206.62	EA			
Meeting Room Screen Only	50.00	66.65	EA			
Portable Sound System With Microphone	205.00	273.27	EA			
Press Box (Multi-Port XLR Splitter)	100.00	133.30	EA			
Sound Feed	20.00	26.66	EA			
Standing Lectern - No Mic Included	30.00	39.99	EA			
Table-Top Lectern - No Mic Included	25.00	33.33	EA			
Wired Microphone With Mixer	40.00	53.32	EA			
- Additional Wired Microphone	10.00	13.33	EA			
Wireless Hand-Held Microphone	75.00	99.98	EA			
Wireless Headset	105.00	139.97	EA			
Wireless Lavalier Microphone	100.00	133.30	EA			
Wireless Mouse	20.00	26.66	EA			
Booth Packages: Table Skirts and Drape Colors Determined by Show						
Package A:	92.00	122.64	EA			
- Includes Back and Side Drape, 8' table skirted, 2 (two) Upholstered Chairs, Small Wastebasket, and Booth Sign						
Package B:	75.00	99.98	EA			
- Includes Back and Side Drape, 8' table skirted, 2 (two) Upholstered Chairs, and Small Wastebasket						
Package C:	70.00	93.31	EA			
- Includes Back and Side Drape, 8' table, 2 (two) Upholstered Chairs, and Small Wastebasket						
Package D:	45.00	59.99	EA			
- Includes Back and Side Drape						
Building Sound: Includes Mixer with Wired Microphone, DMX Music, and Personal Audio Hookup						
All Grounds Barn Call	620.00	826.46	Day			
Coliseum - Included with Rental	0.00	0.00	Day			
Coliseum Clear Com Cue System	150.00	199.95	Day			
Exhibition Hall - Included with Rental	0.00	0.00	Day			
Arena Sound	200.00	266.60	Day			
Pavilion 1	200.00	266.60	Day			
Pavilion 2	300.00	399.90	Day			
Carpeting						
10' Wide Carpet by the Running Foot	13.00	17.33	FT			
10' x 10' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	138.00	183.95	
10' x 20' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	276.00	367.91	
10' x 30' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	414.00	551.86	
10' x 40' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	552.00	735.82	
10' x 50' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	690.00	919.77	
10' x 60' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	828.00	1,103.72	
Carpet All Halls (Blue or Black)	18,250.00	24,327.25	EA			
Carpet Hall A (Blue or Black)	4,500.00	5,998.50	EA			
Carpet Hall B (Blue or Black)	4,500.00	5,998.50	EA			
Carpet Hall C (Blue or Black)	3,750.00	4,998.75	EA			
Carpet Hall D (Blue or Black)	5,500.00	7,331.50	EA			
Stage Carpet Per Square Foot	2.00	2.67	SQFT			
Aisle Carpet	Call for Quote	Call for Quote				
Connection Services						
Air Connection - Exhibition Hall Only	250.00	333.25	EA	255.00	339.92	
Water Connection	250.00	333.25	EA	255.00	339.92	
Fire Hydrant Connection	600.00	799.80	EA	620.00	826.46	
Electrical Service						
2000W Electrical Outlet - 20 Amps	110.00	146.63	EA	160.00	213.28	
20 Amp/208 Volt/Single Phase Connection	165.00	219.95	EA	230.00	306.59	
30 Amp/208 Volt/Single Phase Connection	200.00	266.60	EA	270.00	359.91	
40 Amp/208 Volt/Single Phase Connection	230.00	306.59	EA	310.00	413.23	
50 Amp/208 Volt/Single Phase Connection	300.00	399.90	EA	350.00	466.55	
60 Amp/208 Volt/Single Phase Connection	330.00	439.89	EA	390.00	519.87	
80 Amp/208 Volt/Single Phase Connection	360.00	479.88	EA	510.00	679.83	

2026 Equipment/Services Price List

Inventory subject to change based on availability.
AEC reserves the right to update pricing for services at any time.

Equipment or Service Description	Promoter Standard Price *Contracted Customers	Promoter Late 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
Electrical Service Continued						
100 Amp/208 Volt/Single Phase Connection	400.00	533.20	EA	625.00	833.13	
Per Amp/208 Volt/Single Phase Connection	6.00	8.00	AMP	7.00	9.33	100.00
20 Amp/208 Volt/3 Phase Connection	210.00	279.93	EA	285.00	379.91	
30 Amp/208 Volt/3 Phase Connection	248.00	330.58	EA	340.00	453.22	
40 Amp/208 Volt/3 Phase Connection	290.00	386.57	EA	390.00	519.87	
50 Amp/208 Volt/3 Phase Connection	365.00	486.55	EA	440.00	586.52	
60 Amp/208 Volt/3 Phase Connection	400.00	533.20	EA	495.00	659.84	
80 Amp/208 Volt/3 Phase Connection	435.00	579.86	EA	610.00	813.13	
100 Amp/208 Volt/3 Phase Connection	470.00	626.51	EA	725.00	966.43	
Per Amp/208 Volt/3 Phase Connection	7.00	9.33	AMP	8.00	10.66	100.00
Pavilion Electric Use per kilowatt	2.00	2.67	EA			
9' Extension Cord	12.00	16.00	EA	24.00	31.99	
Power Strip	10.00	13.33	EA	24.00	31.99	
3 Way Plug	3.00	4.00	EA	6.00	8.00	
20' Multi-Cube Electric Cord	88.00	117.30	EA			
Tables, Table Skirts, and Table Tops - Colors: Red, Royal Blue, Dark Green, Black, Gold, White, Gray, Maroon						
Table - 4'x30", 6'x30", 8'x30", 8'x18", 30" Round, 60" Round	10.00	13.33	EA			
Leg Extensions To Raise Table To Counter Height	5.00	6.67	EA			
Skirt - 3 Sided, Two Needed For 4 Sided	10.00	13.33	EA			
Satin or Linen Top	10.00	13.33	EA			
4' Table			EA	30.00	39.99	
4' Table Skirted			EA	60.00	79.98	
4' Tall Table			EA	40.00	53.32	
4' Tall Table Skirted			EA	60.00	79.98	
4' Satin Top			EA	16.00	21.33	
6' Table			EA	34.00	45.32	
6' Table Skirted			EA	72.00	95.98	
6' Tall Table			EA	44.00	58.65	
6' Tall Table Skirted			EA	72.00	95.98	
6' Satin Top			EA	15.00	20.00	
8' Table			EA	41.00	54.65	
8' Table Skirted			EA	94.00	125.30	
8' Tall Table			EA	50.00	66.65	
8' Tall Table Skirted			EA	94.00	125.30	
8' Satin Top			EA	16.00	21.33	
30" Round Table			EA	29.00	38.66	
30" Round Table Skirted			EA	61.00	81.31	
30" Round Tall Table			EA	39.00	51.99	
30" Round Tall Table Skirted			EA	61.00	81.31	
30" Round Satin Top			EA	16.00	21.33	
36" Round Table			EA	27.00	35.99	
36" Round Table Skirted			EA	61.00	81.31	
36" Tall Table			EA	39.00	51.99	
36" Tall Table Skirted			EA	61.00	81.31	
36" Round Satin Top			EA	16.00	21.33	
60" Round Table			EA	29.00	38.66	
60" Round Table Skirted			EA	127.00	169.29	
60" Round Table			EA	28.00	37.32	
60" Round Table Skirted			EA	120.00	159.96	
Picnic Table	31.00	41.32	EA			
Coffee Table	10.00	13.33	EA	28.00	37.32	
Table Riser (8" x 8" x 96")	31.00	41.32	EA	50.00	66.65	
Table Riser (8" x 8" x 96") Skirted	41.00	54.65	EA	60.00	79.98	
Seating						
Upholstered Chairs (Indoor Only)	4.00	5.33	EA	26.00	34.66	
Red Upholstered Chairs (Coliseum Only)	3.00	4.00	EA	35.00	46.66	
Plastic Stacking Chairs	3.00	4.00	EA	15.00	20.00	
Arm Chair (Indoors Only)	5.00	6.67	EA			
Tall Chair (Indoors Only)	10.00	13.33	EA	76.00	101.31	
Bleachers (Seats approximately 50, 13' deep x 19'6" wide)	150.00	199.95	EA			
House Keeping						
Booth Cleaning 10' x 10'			EA	22.00	29.33	
Booth Cleaning 10' x 20'			EA	43.00	57.32	
Booth Cleaning 10' x 30'			EA	65.00	86.65	
Booth Cleaning 10' x 40'			EA	86.00	114.64	
Booth Cleaning 10' x 50' or Larger			EA	108.00	143.96	

2026 Equipment/Services Price List

Inventory subject to change based on availability.
AEC reserves the right to update pricing for services at any time.

Equipment or Service Description	Promoter Standard Price <small>*Contracted Customers</small>	Promoter Late Price <small>*Contracted Customers</small>	U/M	Exhibitor Advance Price <small>*Items ordered 10 days prior to event.*</small>	Exhibitor Standard Price <small>*Items ordered with 10 days or during event.*</small>	Exhibitor Minimum Quantity
Pipe and Drape - Colors: Red, Blue, White, Gray, Black, Maroon						
3' High Pipe Frame Only	2.00	2.67	FT			
8' High Pipe Frame Only	3.00	4.00	FT	33.00	43.99	10.00
12' High Pipe Frame Only	4.00	5.33	FT			
3' High Pipe and Drape	3.00	4.00	FT	13.00	17.33	10.00
8' High Pipe and Drape	4.00	5.33	FT	15.00	20.00	10.00
12' High Pipe and Drape	5.00	6.67	FT			
Piece of 8' Drape			EA	8.00	10.66	
Piece of 3' Drape			EA	7.00	9.33	
Special Use Equipment						
7' Presentation Flag - WI State	50.00	66.65	EA			
7' Presentation Flag - United States	50.00	66.65	EA			
2' x 3' Flip Charts with Markers	35.00	46.66	EA			
Mojo Stage Barricade	50.00	66.65	EA			
3/4 House Curtain	775.00	1,033.08	EA			
10' x 7' United States Flag	40.00	53.32	EA			
30' x 40' United States Flag	100.00	133.30	EA			
48" x 32" White Board with Markers	30.00	39.99	EA			
55 Gallon Red Trash Barrel (Outside Only)	20.00	26.66	EA			
Baldwin Baby Grand Piano (Includes Tuning)	600.00	799.80	EA			
Basketball Court - Coliseum Only	2,884.00	3,844.37	EA			
Bike Barricade (8' Section)	15.00	20.00	EA			
Coat Rack (Includes 75 Hangers)	25.00	33.33	EA			
Coliseum Scoreboard Mask	180.00	239.94	EA			
Coliseum Video Scoreboard	300.00	399.90	EA			
Easel	10.00	13.33	EA	37.00	49.32	
Full Length Mirror	20.00	26.66	EA			
Jersey Barricade	105.00	139.97	EA			
Large Black Trash Can	20.00	26.66	EA			
Large Tent Weights - Square 30"x24"x30" - approx 1875 lbs	50.00	66.65	EA	50.00	66.65	
Large Tent Weights - Rectangle 48"x29"x30" - approx 4000lbs	55.00	73.32	EA	50.00	66.65	
Lobby Stanchion with 6' Rope	15.00	20.00	EA			
Lobby Turnstile with Counter	50.00	66.65	EA			
Music Stand	5.00	6.67	EA			
Outdoor Mulch	20.00	26.66	CY	55.00	73.32	
Outdoor Pressure Mats	40.00	53.32	EA			
Piano Lift to Stage	100.00	133.30	EA			
Plastic Tablecloth	5.00	6.67	EA	17.00	22.66	
Portable Lighted Registration Counter	145.00	193.29	EA			
Portable Sink (with 2 wells) - Includes Water Connection	400.00	533.20	EA			
Portable Ticket Shack (Outdoor)	140.00	186.62	EA			
Raised Wood Dance Floor - 27' x 27'	1,000.00	1,333.00	EA			
Sawdust	Call for Quote	Call for Quote				
Small Tent Weights - Circle 12"x12" - approx 110lbs	25.00	33.33	EA	25.00	33.33	
Small Tent Weights - Square 16"x16"x12" - approx 200lbs	30.00	39.99	EA	25.00	33.33	
Small Tent Weights - Round 16"x24"x18" - approx 400lbs	35.00	46.66	EA	25.00	33.33	
Small Wastebasket	5.00	6.67	EA	15.00	20.00	
Stage (8" - 72" Height) - 4' x 8' sections	2.50	3.33	SQFT			
Super Trooper Spotlight - Without Operator	205.00	273.27	EA			
Upright Piano (Includes Tuning)	500.00	666.50	EA			
Velour Curtain - 12' High	15.00	20.00	FT			
Velour Coliseum Drape - 32' High	30.00	39.99	FT			
Labor - Staffing Needs Will Need To Be Ordered Through Alliant Energy Center						
Ambulance with 2 EMT/Bike Medic Team	185.00	246.61	HR			
Contracted Event Manager	35.00	46.66	HR			
Contracted Command Post	27.00	35.99	HR			
Contracted Supervisor	27.00	35.99	HR			
Contracted Event Screening Specialist	26.00	34.66	HR			
Contracted Security Officer Overnight Watch	27.00	35.99	HR			
Contracted Security Officer / Building Roamers / Vehicle or Traffic Post / Licensed Security	25.00	33.33	HR			
Contracted Traffic Post	27.00	35.99	HR			
Dane County Sheriff's Officer	120.00	159.96	HR			
Dane County Sheriff Officer In Command	162.00	215.95	HR			
Display Setup/Tear Down - Overtime/Sunday	150.00	199.95	HR	150.00	Not Available	
Display Setup/Tear Down - Regular Time	100.00	133.30	HR	110.00	Not Available	
Electrician - Overtime/Sunday	210.00	279.93	HR			
Electrician - Regular Time	140.00	186.62	HR			
EMT/AEMT/Paramedic Staff	68.00	90.64	HR			
EMT Officer in Charge	104.00	138.63	HR			
Loading Dock	31.00	41.32	HR			
Service Desk	31.00	41.32	HR			
Skilled - Overtime/Sunday	125.00	166.63	HR			
Skilled - Regular Time	85.00	113.31	HR			

2026 Equipment/Services Price List

Inventory subject to change based on availability.
AEC reserves the right to update pricing for services at any time.

Equipment or Service Description	Promoter Standard Price <small>*Contracted Customers</small>	Promoter Late Price <small>*Contracted Customers</small>	U/M	Exhibitor Advance Price <small>*Items ordered 10 days prior to event.*</small>	Exhibitor Standard Price <small>*Items ordered with 10 days or during event.*</small>	Exhibitor Minimum Quantity
Labor Continued						
Sound Technician - Overtime/Sunday	78.00	103.97	HR			
Sound Technician - Regular Time	52.00	69.32	HR			
Ticket Seller	24.00	31.99	HR			
Unskilled - Overtime/Sunday	67.00	89.31	HR			
Unskilled - Regular Time	44.00	58.65	HR			
Head Usher	25.00	33.33	HR			
Usher / Door Guard / Badge Checker/Ticket Taker	21.00	27.99	HR			
Services						
Aisle Sign/Banner Hang	52.00	69.32	EA			
Exhibition Hall Door Sign/Banner Hang	52.00	69.32	EA			
Camping Coordination	2,500.00	3,332.50	EA			
Coliseum Dirt Install / Removal	Call for Quote	Call for Quote				
Crate Storage			EA	57.00	75.98	
Custom Sign 24" x 36"	20.00	26.66	EA			
Exhibition Hall Air Wall Open/Close During Event	210.00	279.93	EA			
Exhibition Hall Change During Event	82.00	109.31	LHR			
- Equipment not included in rate						
Forklift Services (Half Hour Minimum)	100.00	133.30	HR	100.00	133.30	
Highlift Service (Half Hour Minimum)	150.00	199.95	HR	150.00	199.95	
Meeting Room Change During Event	260.00	346.58	EA			
Order Booth Signs (7" x 44")	6.00	8.00	EA			
Hang Show Provided Booth Sign	10.00	13.33	EA			
Sign Hanging - Ceiling (30' Maximum) with Two Operators	155.00	206.62	EA	255.00	339.92	
Sign Hanging - Pylon Mount (Exhibition Hall Exterior)	95.00	126.64	EA			
Tractor Service (Half Hour Minimum)	100.00	133.30	HR	100.00	133.30	
Weight of Freight (in Pounds)	0.55	0.73	LBS	0.55	0.73	50.00
Internet/Technology: All Premium Wi-Fi Connections are Reliable and Secure						
*Complimentary Wi-Fi Up To 5 mbps	-	-		-	-	
Wi-Fi Up To 25 mbps - 10 Devices Only/Event	200.00	266.60	EA	200.00	266.60	
**Internet Hardline Up To 25 mbps - 1 Device/Event	500.00	666.50	EA	500.00	666.50	
Additional Internet Hardline per Device/Event	150.00	199.95	EA	150.00	199.95	
Speeds up to 1 gbps Available	Call for Quote	Call for Quote				
Show Wi-Fi Buyout Available	Call for Quote	Call for Quote				

*Complimentary Wi-Fi not recommended for POS with network card reader.

**Internet Hardlines are available up to 50 feet. Limited availability in the Pavilions, Arena, and Coliseum. Internet Hardlines are not available outdoors

Equipment prices unless otherwise specified are a one time set charge.

Call for Quote: 608-267-3976