



RENTAL RATE SCHEDULE/SPECIFICATIONS - EFFECTIVE JANUARY 1, 2026 - DECEMBER 31, 2026
 (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.)

	Exhibition Hall	New Holland Pavilions		Veterans Memorial Coliseum		Arena Building		Other Areas	
Room/Space/Event	2026 Rates Per Day Charge	Square Footage	Room Dimensions	Ceilling Height	Max Banquet	Max Classroom	Max Theatre Seating	Max Reception	Booths (10'x10')
Exhibit Hall A-D	\$ 18,760	100,000	210' x 480'	30'	4,650	4,400	8,800	8,800	582
Exhibit Hall A	\$ 4,635	25,000	210' x 120'	30'	1,200	1,000	2,000	2,000	146
Exhibit Hall B	\$ 4,635	25,000	210' x 120'	30'	1,200	1,000	2,000	2,000	146
Exhibit Hall C	\$ 3,825	20,000	210' x 90'	30'	850	900	1,800	1,800	110
Exhibit Hall D	\$ 5,665	30,000	210' x 150'	30'	1,400	1,500	3,000	3,000	180
Madison Room (Secured Storage)	\$ 130	480	16' x 30'	9'11"	24	20	30	30	-
Mendota 1-4*	\$ 2,310	8,640	60' x 144'	12'1"	500	600	1,000	1,000	50 (8'x10')
Mendota 1	\$ 500	2,040	60' x 34'	12'1"	120	120	200	200	-
Mendota 2	\$ 500	1,800	60' x 30'	12'1"	120	120	200	200	
Mendota 3	\$ 500	1,800	60' x 30'	12'1"	120	120	200	200	
Mendota 4	\$ 810	3,000	60' x 50'	12'1"	200	200	400	400	
Mendota 5-8*	\$ 1,770	6,336	44' x 144'	12'1"	300	-	700	700	40 (8'x10')
Mendota 5	\$ 390	1,496	44' x 34'	12'1"	80	56	144	144	-
Mendota 6	\$ 390	1,320	44' x 30'	12'1"	80	56	144	144	
Mendota 7	\$ 390	1,320	44' x 30'	12'1"	80	56	144	144	
Mendota 8	\$ 600	2,200	44' x 50'	12'1"	120	160	250	250	
Lake Rooms*	\$ 1,140	3,904	120' x 32'	12'5"-15'4"	250	-	300	600	-
Monona	\$ 285	1,088	32' x 32'	12'5"-15'4"	48	40	108	108	
Wingra	\$ 285	960	32' x 30'	12'5"-15'4"	48	40	108	108	
Waubesa	\$ 285	960	32' x 30'	12'5"-15'4"	48	40	108	108	
Kegonsa	\$ 285	896	32' x 28'	12'5"-15'4"	48	40	108	108	
*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									
Atrium	\$1,560 for full space	5,852	77' x 76'	12'1"	200	-	-	400	-
	\$0.36/net sq ft for Exhibitor Booths				-	-	-	-	58
Boardroom (Includes In room A/V)	\$ 340	960	32' x 30'	12'5"-15'4"	-	-	-	40	
Lobby	\$0.36/net sq ft for Exhibitors	30,000	600' x 50'	-					
Second Floor Lounge/Mezzanine	\$ 470	1,800	30' x 60'	12'5"-15'4"	120	-	-	216	-
Arena Building	\$ 3,150	22,000	100' x 220'	30'	1,000	-	-	-	105
New Holland Pavilions - Non-Livestock Events									
New Holland Pavilion 1		90,000							
Off Season (December - March)	\$ 7,000	82,100	-	Various	-	-	-	-	-
In Season (April - November)	\$ 10,600								
Pre-Function Area - ALL	\$ 1,500	7,900	-	-	-	-	-	-	-
Pre-Function Area - Lower Level	\$ 1,000	2,500	-	-	-	-	-	-	-
Pre-Function Area - Mezzanine	\$ 750	5,400	-	-	-	-	-	-	-
New Holland Pavilion 2		200,000							
Off Season (December - March)	\$ 6,560		-	-	-	-	-	-	-
No Heat Available									
In Season (April - November)	\$ 15,000								
Veterans Memorial Coliseum									
Coliseum (Concert)	\$49,500/day	66,885	-	65'-96'	4,240	-	10,230	-	360
Coliseum (Additional Shows)	\$20,000/show	66,885	-	65'-96'	4,240		10,230		360
Coliseum (Non Concert)	\$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	-	-	
Plaza	\$ 2,000	-							
	\$0.10 per sq ft for exhibitors	-							
Willow Island	\$ 3,150	29 Acres	-						
Quann Park	\$ 3,150	-							
Parking Lots (5,800 stalls total)	\$1,200 per lot per day	-							
Outside Exhibit Space	\$0.10 per sq ft	-							
Exhibition Hall All Rooms	Call For Quote	-							
Full Facility Rental	Call For Quote	-							
* All other services, equipment, and personnel involved at current rates at time of event.									
* Move In/Out Days Are 50% of Daily Rental Rate									