



RENTAL RATE SCHEDULE/SPECIFICATIONS - EFFECTIVE JANUARY 1, 2022

(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		Other Areas				
Room/Space/Event	2022 Rates Per Day Charge	Square Footage	Room Dimensions	Ceiling Height	Banquet	Classroom	Theatre	Reception	Booths (10'x10')
Exhibition Hall A-D	\$ 15,000	100,000	210' x 480'	30'	4,650	4,400	8,800	8,800	608
Exhibit Hall A	\$ 4,250	25,000	210' x 120'	30'	1,200	1,000	2,000	2,000	152
Exhibit Hall B	\$ 4,250	25,000	210' x 120'	30'	1,200	1,000	2,000	2,000	152
Exhibit Hall C	\$ 3,400	20,000	210' x 90'	30'	850	900	1,800	1,800	114
Exhibit Hall D	\$ 5,100	30,000	210' x 150'	30'	1,400	1,500	3,000	3,000	190
Conference Room A, B or D (each)	-	570	20' x 30'	8'10"	24	24	32	32	-
Madison Room (Secured Storage)	\$ 115	480	16' x 30'	9'11"	24	20	30	30	-
Mendota 1-4*	\$ 1,800	8,640	60' x 144'	12'1"	500	600	1,000	1,000	50 (8'x10')
Mendota 1	\$ 450	2,040	60' x 34'	12'1"	120	120	200	200	-
Mendota 2	\$ 450	1,800	60' x 30'	12'1"	120	120	200	200	-
Mendota 3	\$ 450	1,800	60' x 30'	12'1"	120	120	200	200	-
Mendota 4	\$ 750	3,000	60' x 50'	12'1"	200	200	400	400	-
Mendota 5-8*	\$ 1,300	6,336	44' x 144'	12'1"	300	-	700	700	30 (8'x10')
Mendota 5	\$ 350	1,496	44' x 34'	12'1"	80	56	144	144	-
Mendota 6	\$ 350	1,320	44' x 30'	12'1"	80	56	144	144	-
Mendota 7	\$ 350	1,320	44' x 30'	12'1"	80	56	144	144	-
Mendota 8	\$ 550	2,200	44' x 50'	12'1"	120	160	250	250	-
Lake Rooms*	\$ 900	3,904	120' x 32'	12'5"-15'4"	250	-	300	600	-
Monona	\$ 250	1,088	32' x 32'	12'5"-15'4"	48	40	108	108	-
Wingra	\$ 250	960	32' x 30'	12'5"-15'4"	48	40	108	108	-
Waubesa	\$ 250	960	32' x 30'	12'5"-15'4"	48	40	108	108	-
Kegonsa	\$ 250	896	32' x 28'	12'5"-15'4"	48	40	108	108	-
<i>*Meeting Room Rental includes setup of tables, chairs, lectern, wired microphone, room sound, coatrack, wastebasket, skirted registration table, and skirted head table.</i>									
Atrium		5,852	77' x 76'	12'1"	200	-	-	400	-
Boardroom (Includes in room A/V)	\$ 300	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	\$ 430	1,800	30' x 60'	12'5"-15'4"	120	-	-	216	-
New Holland Pavilions - Non-Livestock Events									
New Holland Pavilion 1		90,000							
Unheated	\$ 6,000	82,100	-	Various	-	-	-	-	-
Heated	\$ 8,000								
Pre-Function Area - ALL	\$ 3,000	7,900	-	-	-	-	-	-	-
Pre-Function Area - Lower Level	\$ 2,000	2,500	-	-	-	-	-	-	-
Pre-Function Area - Mezzanine	\$ 1,000	5,400	-	-	-	-	-	-	-
New Holland Pavilion 2	\$ 12,000	200,000	-	-	-	-	-	-	-
Veterans Memorial Coliseum									
Coliseum	\$10,000/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 \$2,800	Basketball floor and two basketball hoops installation and removal. (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	\$ 200	1,000							
Willow Island	\$ 3,000	29 Acres							
Quann Park	\$ 3,000								
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									
Full Facility Rental									
<i>* 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.</i>									