

2027 Equipment/Services Price List

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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	52.00	69.00	EA	232.00	309.00	
Video Conference Set Up (includes camera, speakers, and conference microphone)	258.00	344.00	EA			
8' x 8' Front Projection Screen	52.00	69.00	EA			
9' x 12' Front Projection Screen	77.00	103.00	EA			
Display Tripod with 32" Monitor	108.00	144.00	EA	335.00	447.00	
Laser Projector	427.00	569.00	EA			
Laser Projectors - 2 Linked	855.00	1,140.00	EA			
LCD Projector	258.00	344.00	EA			
LCD Projectors - 2 Linked	258.00	344.00	EA			
Meeting Room LED Projector With Screen	160.00	213.00	EA			
Portable Sound System With Microphone	211.00	281.00	EA			
Press Box (Multi-Port XLR Splitter)	103.00	137.00	EA			
Sound Feed	21.00	28.00	EA			
Standing Lectern - No Mic Included	31.00	41.00	EA			
Table-Top Lectern - No Mic Included	26.00	35.00	EA			
Wired Microphone With Mixer	41.00	55.00	EA			
- Additional Wired Microphone	11.00	15.00	EA			
Wireless Hand-Held Microphone	80.00	104.00	EA			
Wireless Headset	90.00	117.00	EA			
Wireless Lavalier Microphone	80.00	104.00	EA			
Wireless Mouse	21.00	28.00	EA			
Booth Packages: Table Skirts and Drape Colors Determined by Show						
Package A:	90.00	117.00	EA			
- Includes Back and Side Drape, 8' table skirted, 2 (two) Upholstered Chairs, Small Wastebasket, and Booth Sign						
Package B:	77.00	103.00	EA			
- Includes Back and Side Drape, 8' table skirted, 2 (two) Upholstered Chairs, and Small Wastebasket						
Package C:	72.00	96.00	EA			
- Includes Back and Side Drape, 8' table, 2 (two) Upholstered Chairs, and Small Wastebasket						
Package D:	46.00	61.00	EA			
- Includes Back and Side Drape						
Building Sound: Includes Mixer with Wired Microphone, DMX Music, and Personal Audio Hookup						
All Grounds Barn Call	639.00	852.00	Day			
Coliseum - Included with Rental	0.00	0.00	Day			
Coliseum Clear Com Cue System	155.00	207.00	Day			
Exhibition Hall - Included with Rental	0.00	0.00	Day			
Arena Sound - Included with Rental	0.00	0.00	Day			
Pavilion 1 - Included with Rental	0.00	0.00	Day			
Pavilion 2 - Included with Rental	0.00	0.00	Day			
Carpeting						
10' Wide Carpet by the Running Foot	14.00	18.00	FT			
10' x 10' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	142.00	189.00	
10' x 20' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	284.00	379.00	
10' x 30' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	426.00	568.00	
10' x 40' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	569.00	758.00	
10' x 50' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	711.00	947.00	
10' x 60' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	853.00	1,137.00	
Carpet All Halls (Blue or Black)	18,800.00	25,060.00	EA			
Carpet Hall A (Blue or Black)	4,635.00	6,178.00	EA			
Carpet Hall B (Blue or Black)	4,635.00	6,178.00	EA			
Carpet Hall C (Blue or Black)	3,862.00	5,150.00	EA			
Carpet Hall D (Blue or Black)	5,665.00	7,550.00	EA			
Stage Carpet Per Square Foot	2.00	3.00	SQFT			
Aisle Carpet	Call for Quote	Call for Quote				
Connection Services						
Air Connection - Exhibition Hall Only	258.00	344.00	EA	263.00	351.00	
Water Connection	258.00	344.00	EA	263.00	351.00	
Fire Hydrant Connection	618.00	824.00	EA	639.00	852.00	
Electrical Service						
2000W Electrical Outlet - 20 Amps	110.00	147.00	EA	160.00	213.00	
20 Amp/208 Volt/Single Phase Connection	165.00	220.00	EA	230.00	307.00	
30 Amp/208 Volt/Single Phase Connection	200.00	267.00	EA	270.00	360.00	
40 Amp/208 Volt/Single Phase Connection	230.00	307.00	EA	310.00	413.00	
50 Amp/208 Volt/Single Phase Connection	300.00	400.00	EA	350.00	467.00	
60 Amp/208 Volt/Single Phase Connection	330.00	440.00	EA	390.00	520.00	
80 Amp/208 Volt/Single Phase Connection	360.00	480.00	EA	510.00	680.00	



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Electrical Service Continued						
100 Amp/208 Volt/Single Phase Connection	400.00	533.00	EA	625.00	833.00	
Per Amp/208 Volt/Single Phase Connection	6.00	8.00	AMP	7.00	9.00	100.00
20 Amp/208 Volt/3 Phase Connection	210.00	280.00	EA	285.00	380.00	
30 Amp/208 Volt/3 Phase Connection	248.00	331.00	EA	340.00	453.00	
40 Amp/208 Volt/3 Phase Connection	290.00	387.00	EA	390.00	520.00	
50 Amp/208 Volt/3 Phase Connection	365.00	487.00	EA	440.00	587.00	
60 Amp/208 Volt/3 Phase Connection	400.00	533.00	EA	495.00	660.00	
80 Amp/208 Volt/3 Phase Connection	435.00	580.00	EA	610.00	813.00	
100 Amp/208 Volt/3 Phase Connection	470.00	627.00	EA	725.00	966.00	
Per Amp/208 Volt/3 Phase Connection	7.00	9.00	AMP	8.00	11.00	100.00
9' Extension Cord	12.00	16.00	EA	24.00	32.00	
Power Strip	10.00	13.00	EA	24.00	32.00	
3 Way Plug	3.00	4.00	EA	6.00	8.00	
20' Multi-Cube Electric Cord	88.00	117.00	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	11.00	14.00	EA			
Leg Extensions To Raise Table To Counter Height	6.00	8.00	EA			
Skirt - 3 Sided, Two Needed For 4 Sided	11.00	14.00	EA			
Satin or Linen Top	11.00	14.00	EA			
4' Table			EA	31.00	41.00	
4' Table Skirt			EA	31.00	41.00	
4' Tall Table			EA	41.00	55.00	
4' Tall Table Skirt			EA	41.00	55.00	
4' Satin Top			EA	17.00	23.00	
6' Table			EA	35.00	47.00	
6' Table Skirt			EA	35.00	47.00	
6' Tall Table			EA	45.00	60.00	
6' Tall Table Skirt			EA	45.00	60.00	
6' Satin Top			EA	16.00	21.00	
8' Table			EA	42.00	56.00	
8' Table Skirt			EA	42.00	56.00	
8' Tall Table			EA	52.00	69.00	
8' Tall Table Skirt			EA	52.00	69.00	
8' Satin Top			EA	17.00	23.00	
30" Round Table			EA	30.00	40.00	
30" Round Table Skirt			EA	30.00	40.00	
30" Round Tall Table			EA	40.00	53.00	
30" Round Tall Table Skirt			EA	40.00	53.00	
30" Round Satin Top			EA	17.00	23.00	
36" Round Table			EA	42.00	56.00	
36" Round Table Skirt			EA	42.00	56.00	
36" Tall Table			EA	52.00	69.00	
36" Tall Table Skirt			EA	52.00	69.00	
36" Round Satin Top			EA	17.00	23.00	
60" Round Table			EA	63.00	84.00	
60" Round Table Skirt			EA	63.00	84.00	
60" Round Tall Table			EA	73.00	97.00	
60" Round Tall Table Skirt			EA	73.00	97.00	
Picnic Table	32.00	43.00	EA			
Coffee Table	11.00	14.00	EA	29.00	39.00	
Table Riser (8" x 8" x 96")	32.00	43.00	EA	52.00	69.00	
Table Riser (8" x 8" x 96") Skirt	42.00	56.00	EA	62.00	83.00	
Seating						
Upholstered Chairs (Indoor Only)	4.00	5.00	EA	26.00	35.00	
Red Upholstered Chairs (Coliseum Only)	3.00	4.00	EA	35.00	47.00	
Plastic Stacking Chairs	3.00	4.00	EA	15.00	20.00	
Arm Chair (Indoors Only)	5.00	7.00	EA			
Tall Chair (Indoors Only)	10.00	13.00	EA	76.00	101.00	
Bleachers (Seats approximately 50, 13' deep x 19'6" wide)	155.00	207.00	EA			
House Keeping						
Booth Cleaning 10' x 10'			EA	23.00	31.00	
Booth Cleaning 10' x 20'			EA	44.00	59.00	
Booth Cleaning 10' x 30'			EA	67.00	89.00	
Booth Cleaning 10' x 40'			EA	89.00	119.00	
Booth Cleaning 10' x 50' or Larger			EA	111.00	148.00	

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Pipe and Drape - Colors: Red, Blue, White, Gray, Black, Maroon						
3' High Pipe Frame Only	2.00	3.00	FT			
8' High Pipe Frame Only	3.00	4.00	FT	33.00	44.00	10.00
12' High Pipe Frame Only	4.00	5.00	FT			
3' High Pipe and Drape	3.00	4.00	FT	13.00	17.00	10.00
8' High Pipe and Drape	4.00	5.00	FT	15.00	20.00	10.00
12' High Pipe and Drape	5.00	7.00	FT			
Piece of 8' Drape			EA	8.00	11.00	
Piece of 3' Drape			EA	7.00	9.00	
Special Use Equipment						
7' Presentation Flag - WI State	52.00	69.00	EA			
7' Presentation Flag - United States	52.00	69.00	EA			
2' x 3' Flip Charts with Markers	36.00	48.00	EA			
Mojo Stage Barricade	52.00	69.00	EA			
3/4 House Curtain	798.00	1,064.00	EA			
10' x 7' United States Flag	41.00	55.00	EA			
30' x 40' United States Flag	103.00	137.00	EA			
48" x 32" White Board with Markers	31.00	41.00	EA			
55 Gallon Red Trash Barrel (Outside Only)	21.00	27.00	EA			
Baldwin Baby Grand Piano (Includes Tuning)	618.00	824.00	EA			
Basketball Court - Coliseum Only	2,971.00	3,960.00	EA			
Bike Barricade (8' Section)	16.00	21.00	EA			
Coat Rack (Includes 75 Hangers)	26.00	35.00	EA			
Coliseum Scoreboard Mask	185.00	247.00	EA			
Coliseum Video Scoreboard	309.00	412.00	EA			
Easel	11.00	15.00	EA	38.00	51.00	
Full Length Mirror	21.00	28.00	EA			
Jersey Barricade	108.00	144.00	EA			
Large Black Trash Can	21.00	28.00	EA			
Large Tent Weights - Square 30"x24"x30" - approx 1875 lbs	52.00	69.00	EA	52.00	69.00	
Large Tent Weights - Rectangle 48"x29"x30" - approx 4000lbs	57.00	76.00	EA	52.00	69.00	
Lobby Stanchion with 6' Rope	16.00	21.00	EA			
Lobby Turnstile with Counter	52.00	69.00	EA			
Music Stand	5.00	7.00	EA			
Outdoor Mulch	20.00	26.66	CY	57.00	76.00	
Outdoor Pressure Mats	41.00	55.00	EA			
Piano Lift to Stage	103.00	137.00	EA			
Plastic Tablecloth	5.00	7.00	EA	18.00	24.00	
Portable Lighted Registration Counter	259.00	337.00	EA			
Portable Sink (with 2 wells) - Includes Water Connection	412.00	549.00	EA			
Portable Ticket Shack (Outdoor)	144.00	192.00	EA			
Raised Wood Dance Floor - 27' x 27'	1,030.00	1,373.00	EA			
Sawdust	Call for Quote	Call for Quote				
Small Tent Weights - Circle 12"x12" - approx 110lbs	26.00	35.00	EA	26.00	35.00	
Small Tent Weights - Square 16"x16"x12" - approx 200lbs	31.00	41.00	EA	26.00	35.00	
Small Tent Weights - Round 16"x24"x18" - approx 400lbs	36.00	48.00	EA	26.00	35.00	
Small Wastebasket	5.00	7.00	EA	17.00	23.00	
Stage (8" - 72" Height) - 4' x 8' sections	3.00	4.00	SQFT			
Super Trooper Spotlight - Without Operator	211.00	281.00	EA			
Upright Piano (Includes Tuning)	515.00	686.00	EA			
Velour Curtain - 12' High	16.00	21.00	FT			
Velour Coliseum Drape - 32' High	31.00	41.00	FT			
Labor - Staffing Needs Will Need To Be Ordered Through Alliant Energy Center						
Ambulance with 2 Paramedics	180.00	240.00	HR			
Security Event Manager	35.00	47.00	HR			
Security In Command	35.00	47.00	HR			
Security Supervisor	27.00	36.00	HR			
Security Open Gate Personnel	25.00	33.00	HR			
Security - Overnight Watch	27.00	36.00	HR			
Security Personnel / Door Guard / Ticket Taker	25.00	33.00	HR			
Security - Parking	25.00	33.00	HR			
Dane County Sheriff's Officer	110.00	147.00	HR			
DCSO In Command (OIC)	160.00	213.00	HR			
Dane County Sheriff's Officer - Traffic	110.00	147.00	HR			
Dane County Sheriff's Officer - Beltline Truck	110.00	147.00	HR			
Display Setup/Tear Down - Overtime/Sunday	150.00	200.00	HR	150.00	Not Available	
Display Setup/Tear Down - Regular Time	100.00	133.00	HR	110.00	Not Available	
Electrician - Overtime/Sunday	210.00	280.00	HR			
Electrician - Regular Time	140.00	187.00	HR			
EMT/Paramedic	90.00	120.00	HR			
EMT Officer in Command (OIC)	128.00	171.00	HR			
Loading Dock	31.00	41.00	HR			
Service Desk	31.00	41.00	HR			
Skilled - Overtime/Sunday	125.00	167.00	HR			



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Skilled - Regular Time	85.00	113.00	HR			
Labor Continued						
Sound Technician - Overtime/Sunday	78.00	104.00	HR			
Sound Technician - Regular Time	52.00	69.00	HR			
Open Gate Setup and Rental	375.00	500.00	EA			
Unskilled - Overtime/Sunday	67.00	89.00	HR			
Unskilled - Regular Time	44.00	59.00	HR			
Head Usher	25.00	33.00	HR			
Usher / Door Guard / Ticket Taker	22.00	29.00	HR			
Services						
Aisle Sign/Banner Hang	54.00	72.00	EA			
Exhibition Hall Door Sign/Banner Hang	54.00	72.00	EA			
Camping Coordination	2,500.00	3,333.00	EA			
Coliseum Dirt Install / Removal	Call for Quote	Call for Quote				
Crate Storage			EA	59.00	79.00	
Custom Sign 24" x 36"	21.00	28.00	EA			
Exhibition Hall Air Wall Open/Close During Event	216.00	288.00	EA			
Exhibition Hall Change During Event	85.00	113.00	LHR			
- Equipment not included in rate						
Forklift Services (Half Hour Minimum)	100.00	133.00	HR	100.00	133.00	
Highlift Service (Half Hour Minimum)	150.00	200.00	HR	150.00	200.00	
Meeting Room Change During Event	268.00	357.00	EA			
Order Booth Signs (7" x 44")	6.00	8.00	EA			
Hang Show Provided Booth Sign	10.00	14.00	EA			
Sign Hanging - Ceiling (30' Maximum) with Two Operators	160.00	213.00	EA	263.00	351.00	
Sign Hanging - Pylon Mount (Exhibition Hall Exterior)	98.00	131.00	EA			
Tractor Service (Half Hour Minimum)	100.00	133.00	HR	100.00	133.00	
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	72.00	96.00	EA	72.00	96.00	
**Internet Hardline Up To 25 mbps - 1 Device/Event	500.00	667.00	EA	500.00	667.00	
Additional Internet Hardline per Device/Event	150.00	200.00	EA	150.00	200.00	
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