



**RENTAL RATE SCHEDULE/SPECIFICATIONS - EFFECTIVE JANUARY 1, 2021**

(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	Arena Building	Veterans Memorial Coliseum	Other Areas				
Room/Space/Event	2021 Rates	Square Footage	Room Dimensions	Ceiling Height	Banquet	Classroom	Theatre	Reception	Booths (10'x10')
Lobby	\$0.34/net sq ft for Exhibitors	30,000	600' x 50'						
Exhibit Hall A-D	\$ 20,000	100,000	210' x 480'	30'	4,650	4,400	8,800	8,800	608
Exhibit Hall A	\$ 5,000	25,000	210' x 120'	30'	1,200	1,000	2,000	2,000	152
Exhibit Hall B	\$ 5,000	25,000	210' x 120'	30'	1,200	1,000	2,000	2,000	152
Exhibit Hall C	\$ 4,000	20,000	210' x 90'	30'	850	900	1,800	1,800	114
Exhibit Hall D	\$ 6,000	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	-
Mendota 1-4	\$ 2,070	8,640	60' x 144'	12'1"	500	600	1,000	1,000	50 (8'x10')
Mendota 1	\$ 490	2,040	60' x 34'	12'1"	120	120	200	200	
Mendota 2	\$ 430	1,800	60' x 30'	12'1"	120	120	200	200	
Mendota 3	\$ 430	1,800	60' x 30'	12'1"	120	120	200	200	
Mendota 4	\$ 720	3,000	60' x 50'	12'1"	200	200	400	400	
Mendota 5-8	\$ 1,520	6,336	44' x 144'	12'1"	300	-	700	700	30 (8'x10')
Mendota 5	\$ 360	1,496	44' x 34'	12'1"	80	56	144	144	
Mendota 6	\$ 315	1,320	44' x 30'	12'1"	80	56	144	144	
Mendota 7	\$ 315	1,320	44' x 30'	12'1"	80	56	144	144	
Mendota 8	\$ 530	2,200	44' x 50'	12'1"	120	160	250	250	
Atrium	\$ 1,400	5,852	77' x 76'	12'1"	200	-	-	400	-
Lake Rooms	\$ 935	3,904	120' x 32'	12'5"-15'4"	250	-	300	600	
Monona	\$ 260	1,088	32' x 32'	12'5"-15'4"	48	40	108	108	
Wingra	\$ 230	960	32' x 30'	12'5"-15'4"	48	40	108	108	
Waubesa	\$ 230	960	32' x 30'	12'5"-15'4"	48	40	108	108	
Kegonsa	\$ 215	896	32' x 28'	12'5"-15'4"	48	40	108	108	
Boardroom	\$ 230	960	32' x 30'	12'5"-15'4"	16	-	-	40	
Lounge	\$ 430	1,800	30' x 60'	12'5"-15'4"	120	-	-	216	
Madison Room	\$ 115	480	16' x 30'	9'11"	24	20	30	30	
<i>*Meeting Room Rental includes setup of tables, chairs, lectern, microphone, room sound, coatrack, wastebasket, skirted registration table, and skirted head table.</i>									
<b>New Holland Pavilions - Tradeshow Events</b>									
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	-	-	-	-	-	-	-
<b>New Holland Pavilions - Livestock Events - Please see Livestock rate sheet for additional details.</b>									
Horse Stall per day	\$ 20	Pavilion 1 minimum of 150. Pavilion 2 minimum of 250.							
Head of Cattle per day	\$ 12	Pavilion 1 minimum of 300. Pavilion 2 minimum of 500							
<i>*Livestock Events include standard ring setup of 1-108' x 214' Kiser ring in Pavilion 1 and 2-108' x 214' Black Dirt rings in Pavilion 2.</i>									
<b>Veterans Memorial Coliseum</b>									
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 -	includes bare flat floor stage to a maximum of 60 stage sections and convention floor seating.								
Basketball -	4-walls rental. Floor installation at extra charge of \$2,800, if not already in place.								
Rodeo & Livestock Events -	4-walls rental. Dirt floor installation at extra charge of \$9,000 (one-time fee).								
Banquets -	includes tables and chairs for banquet seating.								
Special Events -	Base rental is always used as a guaranteed rental fee. Ice floor installation and removal charge is \$15,500.								
Administration Conference Room	\$ 200	1,000							
Willow Island	\$ 3,000								
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								
<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>									