

Room/Space/Event	Exhibition Hall	New Holland Pavilions		Veterans Memorial Coliseum		Arena Building			Other Areas	
	2027 Per Day Charge	Square Footage	Room Dimensions	Ceiling Height	Max Banquet	Max Classroom	Max Theatre Seating	Max Reception	Booths (10'x10')	
<b>Exhibit Hall A-D</b>	<b>\$ 18,760</b>	<b>100,000</b>	<b>210' x 480'</b>	<b>30'</b>	<b>4,650</b>	<b>4,400</b>	<b>8,800</b>	<b>8,800</b>	<b>582</b>	
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	
<b>Madison Room (Secured Storage)</b>	<b>\$ 130</b>	<b>480</b>	<b>16' x 30'</b>	<b>9'11"</b>	<b>24</b>	<b>20</b>	<b>30</b>	<b>30</b>	<b>-</b>	
<b>Mendota 1-4*</b>	<b>\$ 2,310</b>	<b>8,640</b>	<b>60' x 144'</b>	<b>12'1"</b>	<b>500</b>	<b>600</b>	<b>1,000</b>	<b>1,000</b>	<b>50 (8'x10')</b>	
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	-	
<b>Mendota 5-8*</b>	<b>\$ 1,770</b>	<b>6,336</b>	<b>44' x 144'</b>	<b>12'1"</b>	<b>300</b>	<b>350</b>	<b>700</b>	<b>700</b>	<b>40 (8'x10')</b>	
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	-	
<b>Lake Rooms*</b>	<b>\$ 1,140</b>	<b>3,904</b>	<b>120' x 32'</b>	<b>12'5"-15'4"</b>	<b>250</b>	<b>200</b>	<b>300</b>	<b>600</b>	<b>-</b>	
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	-	
<i>*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</i>										
<b>Atrium</b>	\$1,560 for full space	5,852	77' x 76'	12'1"	200	-	-	400	-	
	\$0.36/net sq ft for Exhibitor Booths				-	-	-	-	58	
<b>Boardroom (Includes in room A/V)</b>	\$ 340	960	32' x 30'	12'5"-15'4"	48	40	108	108	-	
<b>Lobby</b>	\$0.36/net sq ft for Exhibitors	30,000	600' x 50'							
<b>Second Floor Lounge/Mezzanine</b>	\$ 470	1,800	30' x 60'	12'5"-15'4"	120	-	-	216	-	
<b>Arena Building</b>	\$ 3,150	22,000	100' x 220'	30'	1,000	-	-	-	105	
<b>New Holland Pavilions - Non-Livestock Events</b>										
<b>New Holland Pavilion 1</b>		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	-	-	-	-	-	-	-	
<b>New Holland Pavilion 2</b>		200,000								
Off Season (December - March) No Heat Available	\$ 6,560		-	-	-	-	-	-	-	
In Season (April - November)	\$ 15,000									
<b>Veterans Memorial Coliseum</b>										
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)	\$10,800/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		-	
<b>Plaza</b>	\$ 2,000									
	\$0.10 per sq ft for exhibitors									
<b>Willow Island</b>	\$ 3,150	29 Acres								
<b>Quann Park</b>	\$ 3,150									
<b>Parking Lots (5,800 stalls total)</b>	\$1,200 per lot per day									
<b>Outside Exhibit Space</b>	\$0.10 per sq ft									
<b>Exhibition Hall All Rooms</b>	Call For Quote									
<b>Full Facility Rental</b>	Call For Quote									
<b>* All other services, equipment, and personnel involved at current rates at time of event.</b>										