



RENTAL RATE SCHEDULE/SPECIFICATIONS - EFFECTIVE JANUARY 1, 2024 - DECEMBER 31, 2024

(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.)

Room/Space/Event	Exhibition Hall	New Holland Pavilions		Veterans Memorial Coliseum		Arena Building		Other Areas	
	2024 Rates Per Day Charge	Square Footage	Room Dimensions	Ceiling Height	Max Banquet	Max Classroom	Max Theatre Seating	Max Reception	Booths (10'x10')
Exhibit Hall A-D	\$ 18,250	100,000	210' x 480'	30'	4,650	4,400	8,800	8,800	582
Exhibit Hall A	\$ 4,500	25,000	210' x 120'	30'	1,200	1,000	2,000	2,000	146
Exhibit Hall B	\$ 4,500	25,000	210' x 120'	30'	1,200	1,000	2,000	2,000	146
Exhibit Hall C	\$ 3,750	20,000	210' x 90'	30'	850	900	1,800	1,800	110
Exhibit Hall D	\$ 5,500	30,000	210' x 150'	30'	1,400	1,500	3,000	3,000	180
Conference Room A, B or D (each)	-	570	20' x 30'	8'10"	24	24	32	32	-
Madison Room (Secured Storage)	\$ 125	480	16' x 30'	9'11"	24	20	30	30	-
Mendota 1-4*	\$ 2,200	8,640	60' x 144'	12'1"	500	600	1,000	1,000	50 (8'x10')
Mendota 1	\$ 475	2,040	60' x 34'	12'1"	120	120	200	200	-
Mendota 2	\$ 475	1,800	60' x 30'	12'1"	120	120	200	200	-
Mendota 3	\$ 475	1,800	60' x 30'	12'1"	120	120	200	200	-
Mendota 4	\$ 775	3,000	60' x 50'	12'1"	200	200	400	400	-
Mendota 5-8*	\$ 1,700	6,336	44' x 144'	12'1"	300	-	700	700	40 (8'x10')
Mendota 5	\$ 375	1,496	44' x 34'	12'1"	80	56	144	144	-
Mendota 6	\$ 375	1,320	44' x 30'	12'1"	80	56	144	144	-
Mendota 7	\$ 375	1,320	44' x 30'	12'1"	80	56	144	144	-
Mendota 8	\$ 575	2,200	44' x 50'	12'1"	120	160	250	250	-
Lake Rooms*	\$ 1,100	3,904	120' x 32'	12'5"-15'4"	250	-	300	600	-
Monona	\$ 275	1,088	32' x 32'	12'5"-15'4"	48	40	108	108	-
Wingra	\$ 275	960	32' x 30'	12'5"-15'4"	48	40	108	108	-
Waubesa	\$ 275	960	32' x 30'	12'5"-15'4"	48	40	108	108	-
Kegonsa	\$ 275	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>									
Atrium	\$0.35/net sq ft for Exhibitors	5,852	77' x 76'	12'1"	200	-	-	400	-
Boardroom (Includes in room A/V)	\$ 325	960	32' x 30'	12'5"-15'4"	-	-	-	40	-
Lobby	\$0.35/net sq ft for Exhibitors	30,000	600' x 50'	-	-	-	-	-	-
Second Floor Lounge/Mezzanine	\$ 450	1,800	30' x 60'	12'5"-15'4"	120	-	-	216	-
Arena Building	\$ 3,000	22,000	100' x 220'	30'	1,000	-	-	-	105
New Holland Pavilions - Non-Livestock Events									
New Holland Pavilion 1		90,000							
Unheated	\$ 6,200	82,100	-	Various	-	-	-	-	-
Heated	\$ 8,200								
Pre-Function Area - ALL	\$ 3,100	7,900	-	-	-	-	-	-	-
Pre-Function Area - Lower Level	\$ 2,000	2,500	-	-	-	-	-	-	-
Pre-Function Area - Mezzanine	\$ 1,000	5,400	-	-	-	-	-	-	-
New Holland Pavilion 2	\$ 12,500	200,000	-	-	-	-	-	-	-
Veterans Memorial Coliseum									
Coliseum	\$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		-
Willow Island	\$ 3,000	29 Acres							
Quann Park	\$ 3,000								
Parking Lots (5,800 stalls)	\$0.10 per sq ft per day, Minimum daily rental \$1,000 per lot						-		
Outside Exhibit Space	\$0.10 per sq ft per day						-		
Exhibition Hall All Rooms	Call For Quote						-		
Full Facility Rental	Call For Quote						-		

** All other services, equipment, and personnel invoiced at current rates at time of event.*



2024 Pavilion Livestock Event Price List

AEC Livestock Events are classified as any animal being exhibited and judged on certain breed traits.

Pricing:		Per Day	3 Day Minimum	5 Day Minimum	7 Day Minimum
Pavilion 1 (P1)					
Standard Set: One ring with Kiser footing, 110' x 220'	Horse Event	\$ 4,200	\$ 3,400	\$ 3,000	\$ 2,700
	Cattle/Other* Event	\$ 4,600	\$ 4,000	\$ 3,500	\$ 3,000
P1 Pre-Function		Included with Pavilion 1 Rental; \$600 per day with Pavilion 2 Rental			
Pavilion 2 (P2)					
Standard Set: Two rings with dirt footing, 110' x 220' each	Horse Event	\$ 6,200	\$ 5,750	\$ 5,000	\$ 4,500
	Cattle/Other* Event	\$ 6,750	\$ 6,200	\$ 6,000	\$ 5,500

*Any other animal or livestock event

Pavilion 1 Maximum of 400 Stalls or 800 Head of Cattle With No Ring (half value with ring)

Pavilion 2 Maximum of 900 Stalls or 1,800 Head of Cattle With No Rings (half value with rings)

Pavilion Specific Equipment and Services Included With Building Rental:

- 20 barn tables and 50 chairs
- All utilities
- Announcer platform and/or sale platform per ring
- Building sound with one (1) wired microphone per ring
- Complimentary Wi-Fi - Public
- Exterior wash racks available from approximately April 1st to October 15th
- Four (4) Bleachers per Ring
- Milking Parlor space for Dairy shows use only
- One (1) ring drag per day between the hours of 7am and 3 pm
- One (1) semi of manure per rented day
- Pavilion 1 showers
- Show office w/ standard set-up
- Stalling for livestock as needed, final count must be provided 30 days before event start

Additional Equipment or Services:

Additional announcer/sale platform	\$ 100	EA
Additional loads of manure	\$ 465	EA
Aisle sweep or ring drag before 7am, after 3pm, Sundays or holidays	\$ 100	EA
Aisle sweep or ring drag between 7am and 3pm	\$ 50	EA
Barn fan	\$ 30	EA
Barn tables	\$ 5	EA
Cleaning out stalls post event	\$ 15	EA
Corral panel (tent weights may be required - additional \$50 EA)	\$ 20	EA
Crowd Managers (if required by City of Madison Fire Department)	\$ 25	HR
Livestock scale	\$ 45	EA
Privacy panels - Alliant Energy Center install	\$ 30	EA
Privacy Panels - show/self install	\$ 5	EA
Ring or footing change and/or reconfiguration	Quoted	EA
Set-up change / stall count increase / other changes with less than 10 days	\$ 200	LHR
Sorting trash from manure	\$ 100	HR

Camping Available:

North Lot - (40) 30amp Hook-ups with Water Access	\$ 35	per night
Willow Island - (25) 20/30/50 amp Hook-ups with Water Access	\$ 35	per night
Willow Island - (74) 20/30 amp Hook-ups with Water Access	\$ 35	per night

There is no monetary substitution for unused included items.

All other services, equipment, and personnel to be invoiced at current rates at time of event.



2024 Equipment/Services Price List

Inventory subject to change based on availability.
Equipment prices unless otherwise specified are a one time set charge.

Equipment or Service Description	Promoter 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					
10.5' x 14' Front Projection Screen	130.00	EA			
32" LCD Monitor HDTV	50.00	EA	225.00	270.00	
40" LCD Monitor	100.00	EA			
8' x 8' Front Projection Screen	50.00	EA			
9' x 12' Front Projection Screen	75.00	EA			
Display Tripod with 32" Monitor	105.00	EA	325.00	390.00	
Laser Projector	415.00	EA			
Laser Projectors - 2 Linked	830.00	EA			
LCD Projector	250.00	EA			
LCD Projectors - 2 Linked	500.00	EA			
Meeting Room LED Projector With Screen	155.00	EA			
Meeting Room Screen Only	50.00	EA			
Portable Sound System With Microphone	205.00	EA			
Press Box (Multi-Port XLR Splitter)	100.00	EA			
Sound Feed	20.00	EA			
Standing Lectern - No Mic Included	30.00	EA			
Table-Top Lectern - No Mic Included	25.00	EA			
Wired Microphone With Mixer	40.00	EA			
- Additional Wired Microphone	10.00	EA			
Wireless Hand-Held Microphone	75.00	EA			
Wireless Headset	105.00	EA			
Wireless Lavalier Microphone	75.00	EA			
Wireless Mouse	20.00	EA			
Booth Packages: Table Skirts and Drape Colors Determined by Show					
Package A:	100.00	EA			
- Includes Back and Side Drape, 8' table skirted, 2 (two) Upholstered Chairs, Small Wastebasket, and Booth Sign					
Package B:	75.00	EA			
- Includes Back and Side Drape, 8' table skirted, 2 (two) Upholstered Chairs, and Small Wastebasket					
Package C:	70.00	EA			
- Includes Back and Side Drape, 8' table, 2 (two) Upholstered Chairs, and Small Wastebasket					
Package D:	45.00	EA			
- Includes Back and Side Drape					
Building Sound: Includes Mixer with Wired Microphone, DMX Music, and Personal Audio Hookup					
All Grounds Barn Call	620.00	EA			
Coliseum	415.00	EA			
Coliseum Clear Com Cue System	150.00	EA			
Exhibition Hall - 1 Hall	100.00	EA			
Exhibition Hall - 2 Halls	205.00	EA			
Exhibition Hall - 3 Halls	310.00	EA			
Exhibition Hall - 4 Halls	410.00	EA			
Pavilion 1	200.00	EA			
Pavilion 2	300.00	EA			
Carpeting Colors: Red, Blue, Gray, Maroon, Green, Black					
10' Wide Carpet by the Running Foot	13.00	FT			
10' x 10' Carpet or Padding		EA	138.00	166.00	
10' x 20' Carpet or Padding		EA	276.00	331.00	
10' x 30' Carpet or Padding		EA	414.00	497.00	
10' x 40' Carpet or Padding		EA	552.00	662.00	
10' x 50' Carpet or Padding		EA	690.00	828.00	
10' x 60' Carpet or Padding		EA	828.00	994.00	
Carpet All Halls	15,450.00	EA			
Carpet Hall A	4,378.00	EA			
Carpet Hall B	4,378.00	EA			
Carpet Hall C	3,502.00	EA			
Carpet Hall D	5,253.00	EA			
Stage Carpet Per Square Foot	2.00	SQFT			
Aisle Carpet	Call for Quote				



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Connection Services					
Air Connection - Exhibition Hall Only	250.00	EA	255.00	306.00	
Water Connection	250.00	EA	255.00	306.00	
Fire Hydrant Connection	600.00	EA	620.00	740.00	
Electrical Service					
1000W Electrical Outlet - 10 Amps	88.00	EA	125.00	150.00	
2000W Electrical Outlet - 20 Amps	110.00	EA	160.00	195.00	
20 Amp/208 Volt/Single Phase Connection	165.00	EA	230.00	270.00	
30 Amp/208 Volt/Single Phase Connection	200.00	EA	270.00	320.00	
40 Amp/208 Volt/Single Phase Connection	230.00	EA	310.00	372.00	
50 Amp/208 Volt/Single Phase Connection	300.00	EA	350.00	420.00	
60 Amp/208 Volt/Single Phase Connection	330.00	EA	390.00	470.00	
80 Amp/208 Volt/Single Phase Connection	360.00	EA	510.00	610.00	
100 Amp/208 Volt/Single Phase Connection	400.00	EA	625.00	750.00	
Per Amp/208 Volt/Single Phase Connection	6.00	AMP	7.00	8.00	100.00
20 Amp/208 Volt/3 Phase Connection	210.00	EA	285.00	345.00	
30 Amp/208 Volt/3 Phase Connection	248.00	EA	340.00	408.00	
40 Amp/208 Volt/3 Phase Connection	290.00	EA	390.00	470.00	
50 Amp/208 Volt/3 Phase Connection	365.00	EA	440.00	530.00	
60 Amp/208 Volt/3 Phase Connection	400.00	EA	495.00	590.00	
80 Amp/208 Volt/3 Phase Connection	435.00	EA	610.00	730.00	
100 Amp/208 Volt/3 Phase Connection	470.00	EA	725.00	870.00	
Per Amp/208 Volt/3 Phase Connection	7.00	AMP	8.00	9.00	100.00
Upgrade from 1000W to 2000W		EA	160.00	192.00	
Pavilion Electric Use per kilowatt	1.00	EA			
9' Extension Cord	12.00	EA	24.00	29.00	
Power Strip	10.00	EA	24.00	29.00	
3 Way Plug	3.00	EA	6.00	7.00	
20' Multi-Cube Electric Cord	88.00	EA			
Tables, Table Skirts, and Table Tops - Colors: Red, Royal Blue, Dark Green, Black, Gold, White, Gray, Maroon					
Table - Rectangle 4' to 8', Round 30" to 60"	10.00	EA			
Leg Extensions To Raise Table To Counter Height	5.00	EA			
Skirt - 3 Sided, Two Needed For 4 Sided	10.00	EA			
Satin or Linen Top	10.00	EA			
4' Table		EA	30.00	35.00	
4' Table Skirted		EA	60.00	70.00	
4' Tall Table		EA	40.00	47.00	
4' Tall Table Skirted		EA	60.00	71.00	
4' Satin Top		EA	16.00	19.00	
6' Table		EA	34.00	40.00	
6' Table Skirted		EA	72.00	86.00	
6' Tall Table		EA	44.00	52.00	
6' Tall Table Skirted		EA	72.00	86.00	
6' Satin Top		EA	15.00	18.00	
8' Table		EA	41.00	49.00	
8' Table Skirted		EA	94.00	113.00	
8' Tall Table		EA	50.00	61.00	
8' Tall Table Skirted		EA	94.00	113.00	
8' Satin Top		EA	16.00	19.00	
30" Round Table		EA	29.00	35.00	
30" Round Table Skirted		EA	61.00	73.00	
30" Round Tall Table		EA	39.00	47.00	
30" Round Tall Table Skirted		EA	61.00	73.00	
30" Round Satin Top		EA	16.00	19.00	
36" Round Table		EA	27.00	33.00	
36" Round Table Skirted		EA	61.00	73.00	
36" Tall Table		EA	39.00	47.00	
36" Tall Table Skirted		EA	61.00	73.00	
36" Round Satin Top		EA	16.00	19.00	
60" Round Table		EA	29.00	35.00	
60" Round Table Skirted		EA	127.00	152.00	
60" Round Table		EA	28.00	33.00	



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Tables Continued					
60" Round Table Skirted		EA	120.00	144.00	
Picnic Table	31.00	EA			
Coffee Table	10.00	EA	28.00	33.00	
Table Riser (8" x 8" x 96")	31.00	EA	50.00	60.00	
Table Riser (8" x 8" x 96") Skirted	41.00	EA	60.00	72.00	
Seating					
Upholstered Chairs (Indoor Only)	4.00	EA	26.00	32.00	
Red Upholstered Chairs (Coliseum Only)	3.00	EA	35.00	42.00	
Plastic Stacking Chairs	3.00	EA	15.00	18.00	
Arm Chair (Indoors Only)	5.00	EA			
Tall Chair (Indoors Only)	10.00	EA	76.00	92.00	
Bleachers (Seats approximately 50, 13' deep x 19'6" wide)	129.00	EA			
House Keeping					
Booth Cleaning 10' x 10'		EA	22.00	26.00	
Booth Cleaning 10' x 20'		EA	43.00	52.00	
Booth Cleaning 10' x 30'		EA	65.00	77.00	
Booth Cleaning 10' x 40'		EA	86.00	103.00	
Booth Cleaning 10' x 50' or Larger		EA	108.00	129.00	
Pipe and Drape - Colors: Red, Blue, White, Gray, Black, Maroon					
3' High Pipe Frame Only	2.00	FT			
8' High Pipe Frame Only	2.00	FT	33.00	40.00	10.00
3' High Pipe and Drape	3.00	FT	13.00	15.00	10.00
8' High Pipe and Drape	4.00	FT	15.00	17.00	10.00
12' High Pipe and Drape	5.00	FT			
Piece of 8' Drape		EA	8.00	10.00	
Piece of 3' Drape		EA	7.00	8.00	
Special Use Equipment					
12' Presentation Flag - WI State	50.00	EA			
12' Presentation Flag - United States	50.00	EA			
2' x 3' Flip Charts with Markers	35.00	EA			
3/4 House Curtain	775.00	EA			
30' x 40' United States Flag	100.00	EA			
48" x 32" White Board with Markers	30.00	EA			
55 Gallon Red Trash Barrel (Outside Only)	20.00	EA			
Baldwin Baby Grand Piano (Includes Tuning)	600.00	EA			
Basketball Court - Coliseum Only	2,884.00	EA			
Bike Barricade (8' Section)	15.00	EA			
Coat Rack (Includes 75 Hangers)	25.00	EA			
Coliseum Scoreboard Mask	180.00	EA			
Coliseum Video Scoreboard	300.00	EA			
Easel	10.00	EA	37.00	45.00	
Full Length Mirror	20.00	EA			
Jersey Barricade	105.00	EA			
Large Black Trash Can	20.00	EA			
Large Tent Weights	50.00	EA	50.00	50.00	
Lobby Stanchion with 6' Rope	15.00	EA			
Lobby Turnstile with Counter	50.00	EA			
Music Stand	5.00	EA			
Outdoor Mulch	50.00	4 CY	55.00	55.00	
Outdoor Pressure Mats	40.00	EA			
Piano Lift to Stage	100.00	EA			
Plastic Tablecloth	8.00	EA	17.00	20.00	
Portable Lighted Registration Counter	145.00	EA			
Portable Sink - Includes Water Connection	400.00	EA			
Portable Ticket Shack (Outdoor)	140.00	EA			
Raised Wood Dance Floor - 27' x 27'	1,000.00	EA			
Sawdust (30 Yard Load)	385.00	EA			
Small Tent Weights	25.00	EA	25.00	25.00	
Small Wastebasket	5.00	EA	15.00	17.00	
Stage (8" - 72" Height) - 4' x 8' sections	2.50	SQFT			
Super Trooper Spotlight - Without Operator	205.00	EA			
Upright Piano (Includes Tuning)	500.00	EA			
Velour Stage Curtain - 12' High	15.00	FT			



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Labor - Staffing Needs Will Need To Be Ordered Through Alliant Energy Center					
Ambulance with 2 EMT/Bike Medic Team	185.00	HR			
CSC Event Manager	37.00	HR			
CSC Command Post	29.00	HR			
CSC Supervisor	29.00	HR			
CSC Ticket Takers / Ushers / Coat Check / Info Desk	25.00	HR			
CSC Event Screening Specialist	28.00	HR			
CSC Security Officer / Building Roamers / Vehicle or Traffic Post / Licensed Security / Overnight Watch	27.00	HR			
Dane County Sheriff's Officer	95.00	HR			
Display Setup/Tear Down - Overtime/Sunday	150.00	HR	150.00		
Display Setup/Tear Down - Regular Time	100.00	HR	110.00		
Electrician - Overtime/Sunday	210.00	HR			
Electrician - Regular Time	140.00	HR			
EMT/AEMT/Paramedic Staff	80.00	HR			
Event Operations Specialist	35.00	HR			
Loading Dock	30.00	HR			
Service Desk	30.00	HR			
Skilled - Overtime/Sunday	123.00	HR			
Skilled - Regular Time	82.00	HR			
Sound Technician - Overtime/Sunday	75.00	HR			
Sound Technician - Regular Time	50.00	HR			
Ticket Taker	30.00	HR			
Unskilled - Overtime/Sunday	65.00	HR			
Unskilled - Regular Time	43.00	HR			
Usher / Door Guard / Badge Checker	22.00	HR			
Services					
Aisle Sign/Banner Hang	52.00	EA			
Crate Storage		EA	57.00	57.00	
Custom Sign 24" x 36"	20.00	EA			
Exhibition Hall Air Wall Open/Close During Event	210.00	EA			
Exhibition Hall Change During Event	82.00	LHR			
- Equipment not included in rate					
Forklift Services (Half Hour Minimum)	100.00	HR	100.00	120.00	
Highlift Service (Half Hour Minimum)	150.00	HR	150.00	180.00	
Meeting Room Change During Event	260.00	EA			
Order Booth Signs (7" x 44") Lots of 100+	16.00	EA			
Hang Show Provided Booth Sign	10.00	EA			
Sign Hanging - Ceiling (30' Maximum) with Two Operators	155.00	EA	255.00	306.00	
Sign Hanging - Pylon Mount (Exhibition Hall)	95.00	EA			
Tractor Service (Half Hour Minimum)	100.00	HR	100.00	120.00	
Weight of Freight (in Pounds)	0.51	LBS	0.51	0.51	50.00
Telecommunications: All Connections are Reliable and Secure					
*Complimentary Wi-Fi Up To 5 mbps	-		-	-	
Wi-Fi Up To 15 mbps	100.00	EA	100.00	120.00	
Wi-Fi Up To 25 mbps	150.00	EA	150.00	180.00	
Internet Hardline Up To 15 mbps	300.00	EA	300.00	350.00	
Internet Hardline Up To 25 mbps	500.00	EA	500.00	575.00	
Internet Hardline Up To 250 mbps	1,500.00	EA	1,500.00	1,750.00	
Internet Hardline Up To 500 mbps	2,000.00	EA	2,000.00	2,500.00	
Internet Hardline Up To 1 gig	3,000.00	EA	3,000.00	4,000.00	
Network Switch - 4 ports	20.00	EA	20.00	24.00	
Network Switch - 7 ports	40.00	EA	40.00	48.00	
Ethernet Cord up to 50'	25.00	EA	25.00	30.00	
Ethernet Coupler (Extender)	6.00	EA	6.00	7.20	

*Complimentary Wi-Fi not recommended for POS with network card reader.

*Connection and Stability is not guaranteed