



RENTAL RATE SCHEDULE/SPECIFICATIONS - EFFECTIVE JANUARY 1, 2025 - DECEMBER 31, 2025

(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	
	2025 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	\$1,500 for full space	5,852	77' x 76'	12'1"	200	-	-	400	-
	\$0.35/net sq ft for Exhibitor Booths				-	-	-	-	58
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							
Off Season (December - March)	\$ 7,000	82,100	-	Various	-	-	-	-	-
In Season (April - November)	\$ 8,800								
Pre-Function Area - ALL	\$ 1,500	7,900	-	-	-	-	-	-	-
Pre-Function Area - Lower Level	\$ 1,000	2,500	-	-	-	-	-	-	-
Pre-Function Area - Mezzanine	\$ 750	5,400	-	-	-	-	-	-	-
New Holland Pavilion 2		200,000							
Off Season (December - March) - No Heat Available	\$ 6,250		-	-	-	-	-	-	-
In Season (April - November)	\$ 12,500								
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		-
Plaza	\$ 2,000								
	\$0.10 per sq ft for exhibitors								
Willow Island	\$ 3,000	29 Acres							
Quann Park	\$ 3,000								
Parking Lots (5,800 stalls total)	\$1,000 per lot								
Outside Exhibit Space	\$0.10 per sq ft								
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.*



2025 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 dirt 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:

- Twenty (20) barn tables and Fifty (50) chairs
- All utilities
- One (1) announcer platform and/or sale platform per ring maximum of 8'x32'
- Building sound with one (1) wireless microphone per ring
- Complimentary Wi-Fi - Public
- Exterior wash racks available from April 1st to October 15th
- Four (4) Bleachers per Ring
- Milking Parlor space for Dairy shows use only
- One (1) load of manure per building per day
- One (1) aisle sweep per day between the hours of 7am and 11 pm
- One (1) ring drag per day between the hours of 7am and 11 pm
- 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
Loads of manure/bedding	\$ 545	EA
Additional aisle sweep or ring drag before 7am, after 11pm, Sundays or holidays	\$ 100	EA
Additional aisle sweep or ring drag between 7am and 11pm	\$ 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 Manager/Event Manager (if required by City of Madison Fire Department)	\$ 35	HR
Late Animal Move Out per animal per day (with AEC approval)	\$ 25	DAY
Privacy panels - Alliant Energy Center install	\$ 30	EA
Privacy Panels - show/self install	\$ 5	EA
Ring or footing change and/or reconfiguration	Call for Quote	
Set-up change / stall count increase / other changes with less than 10 days (1 hour minimum)	\$ 200	HR
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.

Call for Quote: 608-267-3976

2025 Equipment/Services Price List

Inventory subject to change based on availability.
AEC reserves the right to update pricing for services at any time.

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	50.00	66.65	EA	225.00	299.93	
Video Conference Set Up (includes camera, speakers, and conference microphone)	250.00	333.25	EA			
8' x 8' Front Projection Screen	50.00	66.65	EA			
9' x 12' Front Projection Screen	75.00	99.98	EA			
Display Tripod with 32" Monitor	105.00	139.97	EA	325.00	433.23	
Laser Projector	415.00	553.20	EA			
Laser Projectors - 2 Linked	830.00	1,106.39	EA			
LCD Projector	250.00	333.25	EA			
LCD Projectors - 2 Linked	500.00	666.50	EA			
Meeting Room LED Projector With Screen	155.00	206.62	EA			
Meeting Room Screen Only	50.00	66.65	EA			
Portable Sound System With Microphone	205.00	273.27	EA			
Press Box (Multi-Port XLR Splitter)	100.00	133.30	EA			
Sound Feed	20.00	26.66	EA			
Standing Lectern - No Mic Included	30.00	39.99	EA			
Table-Top Lectern - No Mic Included	25.00	33.33	EA			
Wired Microphone With Mixer	40.00	53.32	EA			
- Additional Wired Microphone	10.00	13.33	EA			
Wireless Hand-Held Microphone	75.00	99.98	EA			
Wireless Headset	105.00	139.97	EA			
Wireless Lavalier Microphone	100.00	133.30	EA			
Wireless Mouse	20.00	26.66	EA			
Booth Packages: Table Skirts and Drape Colors Determined by Show						
Package A: - Includes Back and Side Drape, 8' table skirted, 2 (two) Upholstered Chairs, Small Wastebasket, and Booth Sign	92.00	122.64	EA			
Package B: - Includes Back and Side Drape, 8' table skirted, 2 (two) Upholstered Chairs, and Small Wastebasket	75.00	99.98	EA			
Package C: - Includes Back and Side Drape, 8' table, 2 (two) Upholstered Chairs, and Small Wastebasket	70.00	93.31	EA			
Package D: - Includes Back and Side Drape	45.00	59.99	EA			
Building Sound: Includes Mixer with Wired Microphone, DMX Music, and Personal Audio Hookup						
All Grounds Barn Call	620.00	826.46	Day			
Coliseum - Included with Rental	0.00	0.00	Day			
Coliseum Clear Com Cue System	150.00	199.95	Day			
Exhibition Hall - Included with Rental	0.00	0.00	Day			
Arena Sound	200.00	266.60	Day			
Pavilion 1	200.00	266.60	Day			
Pavilion 2	300.00	399.90	Day			
Carpeting						
10' Wide Carpet by the Running Foot	13.00	17.33	FT			
10' x 10' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	138.00	183.95	
10' x 20' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	276.00	367.91	
10' x 30' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	414.00	551.86	
10' x 40' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	552.00	735.82	
10' x 50' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	690.00	919.77	
10' x 60' Carpet or Padding (Red, Blue, Gray, Maroon, Green, Black)			EA	828.00	1,103.72	
Carpet All Halls (Blue or Black)	18,250.00	24,327.25	EA			
Carpet Hall A (Blue or Black)	4,500.00	5,998.50	EA			
Carpet Hall B (Blue or Black)	4,500.00	5,998.50	EA			
Carpet Hall C (Blue or Black)	3,750.00	4,998.75	EA			
Carpet Hall D (Blue or Black)	5,500.00	7,331.50	EA			
Stage Carpet Per Square Foot	2.00	2.67	SQFT			
Aisle Carpet	Call for Quote	Call for Quote				
Connection Services						
Air Connection - Exhibition Hall Only	250.00	333.25	EA	255.00	339.92	
Water Connection	250.00	333.25	EA	255.00	339.92	
Fire Hydrant Connection	600.00	799.80	EA	620.00	826.46	
Electrical Service						
2000W Electrical Outlet - 20 Amps	110.00	146.63	EA	160.00	213.28	
20 Amp/208 Volt/Single Phase Connection	165.00	219.95	EA	230.00	306.59	
30 Amp/208 Volt/Single Phase Connection	200.00	266.60	EA	270.00	359.91	
40 Amp/208 Volt/Single Phase Connection	230.00	306.59	EA	310.00	413.23	
50 Amp/208 Volt/Single Phase Connection	300.00	399.90	EA	350.00	466.55	
60 Amp/208 Volt/Single Phase Connection	330.00	439.89	EA	390.00	519.87	
80 Amp/208 Volt/Single Phase Connection	360.00	479.88	EA	510.00	679.83	



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Electrical Service Continued						
100 Amp/208 Volt/Single Phase Connection	400.00	533.20	EA	625.00	833.13	
Per Amp/208 Volt/Single Phase Connection	6.00	8.00	AMP	7.00	9.33	100.00
20 Amp/208 Volt/3 Phase Connection	210.00	279.93	EA	285.00	379.91	
30 Amp/208 Volt/3 Phase Connection	248.00	330.58	EA	340.00	453.22	
40 Amp/208 Volt/3 Phase Connection	290.00	386.57	EA	390.00	519.87	
50 Amp/208 Volt/3 Phase Connection	365.00	486.55	EA	440.00	586.52	
60 Amp/208 Volt/3 Phase Connection	400.00	533.20	EA	495.00	659.84	
80 Amp/208 Volt/3 Phase Connection	435.00	579.86	EA	610.00	813.13	
100 Amp/208 Volt/3 Phase Connection	470.00	626.51	EA	725.00	966.43	
Per Amp/208 Volt/3 Phase Connection	7.00	9.33	AMP	8.00	10.66	100.00
Pavilion Electric Use per kilowatt	2.00	2.67	EA			
9' Extension Cord	12.00	16.00	EA	24.00	31.99	
Power Strip	10.00	13.33	EA	24.00	31.99	
3 Way Plug	3.00	4.00	EA	6.00	8.00	
20' Multi-Cube Electric Cord	88.00	117.30	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	10.00	13.33	EA			
Leg Extensions To Raise Table To Counter Height	5.00	6.67	EA			
Skirt - 3 Sided, Two Needed For 4 Sided	10.00	13.33	EA			
Satin or Linen Top	10.00	13.33	EA			
4' Table			EA	30.00	39.99	
4' Table Skirted			EA	60.00	79.98	
4' Tall Table			EA	40.00	53.32	
4' Tall Table Skirted			EA	80.00	106.64	
4' Satin Top			EA	16.00	21.33	
6' Table			EA	34.00	45.32	
6' Table Skirted			EA	68.00	90.64	
6' Tall Table			EA	44.00	58.65	
6' Tall Table Skirted			EA	88.00	117.30	
6' Satin Top			EA	16.00	21.33	
8' Table			EA	40.00	53.32	
8' Table Skirted			EA	80.00	106.64	
8' Tall Table			EA	50.00	66.65	
8' Tall Table Skirted			EA	100.00	133.30	
8' Satin Top			EA	16.00	21.33	
30" Round Table			EA	30.00	39.99	
30" Round Table Skirted			EA	60.00	79.98	
30" Round Tall Table			EA	40.00	53.32	
30" Round Tall Table Skirted			EA	80.00	106.64	
30" Round Satin Top			EA	16.00	21.33	
36" Round Table			EA	34.00	45.32	
36" Round Table Skirted			EA	68.00	90.64	
36" Tall Table			EA	44.00	58.65	
36" Tall Table Skirted			EA	88.00	117.30	
36" Round Satin Top			EA	16.00	21.33	
60" Round Table			EA	40.00	53.32	
60" Round Table Skirted			EA	80.00	106.64	
60" Round Tall Table			EA	50.00	66.65	
60" Round Tall Table Skirted			EA	100.00	133.30	
60" Round Satin Top			EA	16.00	21.33	
Picnic Table	31.00	41.32	EA			
Coffee Table	10.00	13.33	EA	28.00	37.32	
Table Riser (8" x 8" x 96")	31.00	41.32	EA	50.00	66.65	
Table Riser (8" x 8" x 96") Skirted	41.00	54.65	EA	60.00	79.98	
Seating						
Upholstered Chairs (Indoor Only)	4.00	5.33	EA	26.00	34.66	
Red Upholstered Chairs (Coliseum Only)	3.00	4.00	EA	35.00	46.66	
Plastic Stacking Chairs	3.00	4.00	EA	15.00	20.00	
Arm Chair (Indoors Only)	5.00	6.67	EA			
Tall Chair (Indoors Only)	10.00	13.33	EA	76.00	101.31	
Bleachers (Seats approximately 50, 13' deep x 19'6" wide)	150.00	199.95	EA			
House Keeping						
Booth Cleaning 10' x 10'			EA	22.00	29.33	
Booth Cleaning 10' x 20'			EA	43.00	57.32	
Booth Cleaning 10' x 30'			EA	65.00	86.65	
Booth Cleaning 10' x 40'			EA	86.00	114.64	
Booth Cleaning 10' x 50' or Larger			EA	108.00	143.96	



2025 Equipment/Services Price List

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Equipment or Service Description	Promoter 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
Pipe and Drape - Colors: Red, Blue, White, Gray, Black, Maroon						
3' High Pipe Frame Only	2.00	2.67	FT			
8' High Pipe Frame Only	3.00	4.00	FT	33.00	43.99	10.00
12' High Pipe Frame Only	4.00	5.33	FT			
3' High Pipe and Drape	3.00	4.00	FT	13.00	17.33	10.00
8' High Pipe and Drape	4.00	5.33	FT	15.00	20.00	10.00
12' High Pipe and Drape	5.00	6.67	FT			
Piece of 8' Drape			EA	8.00	10.66	
Piece of 3' Drape			EA	7.00	9.33	
Special Use Equipment						
7' Presentation Flag - WI State	50.00	66.65	EA			
7' Presentation Flag - United States	50.00	66.65	EA			
2' x 3' Flip Charts with Markers	35.00	46.66	EA			
Mojo Stage Barricade	50.00	66.65	EA			
3/4 House Curtain	775.00	1,033.08	EA			
10' x 7' United States Flag	40.00	53.32	EA			
30' x 40' United States Flag	100.00	133.30	EA			
48" x 32" White Board with Markers	30.00	39.99	EA			
55 Gallon Red Trash Barrel (Outside Only)	20.00	26.66	EA			
Baldwin Baby Grand Piano (Includes Tuning)	600.00	799.80	EA			
Basketball Court - Coliseum Only	2,884.00	3,844.37	EA			
Bike Barricade (8' Section)	15.00	20.00	EA			
Coat Rack (Includes 75 Hangers)	25.00	33.33	EA			
Coliseum Scoreboard Mask	180.00	239.94	EA			
Coliseum Video Scoreboard	300.00	399.90	EA			
Easel	10.00	13.33	EA	37.00	49.32	
Full Length Mirror	20.00	26.66	EA			
Jersey Barricade	105.00	139.97	EA			
Large Black Trash Can	20.00	26.66	EA			
Large Tent Weights - Square 30"x24"x30" - approx 1875 lbs	50.00	66.65	EA	50.00	66.65	
Large Tent Weights - Rectangle 48"x29"x30" - approx 4000lbs	55.00	73.32	EA	50.00	66.65	
Lobby Stanchion with 6' Rope	15.00	20.00	EA			
Lobby Turnstile with Counter	50.00	66.65	EA			
Music Stand	5.00	6.67	EA			
Outdoor Mulch	20.00	26.66	CY	55.00	73.32	
Outdoor Pressure Mats	40.00	53.32	EA			
Piano Lift to Stage	100.00	133.30	EA			
Plastic Tablecloth	5.00	6.67	EA	17.00	22.66	
Portable Lighted Registration Counter	145.00	193.29	EA			
Portable Sink (with 2 wells) - Includes Water Connection	400.00	533.20	EA			
Portable Ticket Shack (Outdoor)	140.00	186.62	EA			
Raised Wood Dance Floor - 27' x 27'	1,000.00	1,333.00	EA			
Sawdust	Call for Quote	Call for Quote				
Small Tent Weights - Circle 12"x12" - approx 110lbs	25.00	33.33	EA	25.00	33.33	
Small Tent Weights - Square 16"x16"x12" - approx 200lbs	30.00	39.99	EA	25.00	33.33	
Small Tent Weights - Round 16"x24"x18" - approx 400lbs	35.00	46.66	EA	25.00	33.33	
Small Wastebasket	5.00	6.67	EA	15.00	20.00	
Stage (8" - 72" Height) - 4' x 8' sections	2.50	3.33	SQFT			
Super Trooper Spotlight - Without Operator	205.00	273.27	EA			
Upright Piano (Includes Tuning)	500.00	666.50	EA			
Velour Curtain - 12' High	15.00	20.00	FT			
Velour Coliseum Drape - 32' High	30.00	39.99	FT			
Labor - Staffing Needs Will Need To Be Ordered Through Alliant Energy Center						
Ambulance with 2 EMT/Bike Medic Team	185.00	246.61	HR			
Contracted Event Manager	35.00	46.66	HR			
Contracted Command Post	27.00	35.99	HR			
Contracted Supervisor	27.00	35.99	HR			
Contracted Event Screening Specialist	26.00	34.66	HR			
Contracted Security Officer Overnight Watch	27.00	35.99	HR			
Contracted Security Officer / Building Roamers / Vehicle or Traffic Post / Licensed Security	25.00	33.33	HR			
Contracted Traffic Post	27.00	35.99	HR			
Dane County Sheriff's Officer	120.00	159.96	HR			
Dane County Sheriff Officer In Command	162.00	215.95	HR			
Display Setup/Tear Down - Overtime/Sunday	150.00	199.95	HR	150.00	Not Available	
Display Setup/Tear Down - Regular Time	100.00	133.30	HR	110.00	Not Available	
Electrician - Overtime/Sunday	210.00	279.93	HR			
Electrician - Regular Time	140.00	186.62	HR			
EMT/AEMT/Paramedic Staff	68.00	90.64	HR			
EMT Officer in Charge	104.00	138.63	HR			
Loading Dock	31.00	41.32	HR			
Service Desk	31.00	41.32	HR			
Skilled - Overtime/Sunday	125.00	166.63	HR			
Skilled - Regular Time	85.00	113.31	HR			
Sound Technician - Overtime/Sunday	78.00	103.97	HR			
Sound Technician - Regular Time	52.00	69.32	HR			



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Labor Continued						
Ticket Seller	24.00	31.99	HR			
Unskilled - Overtime/Sunday	67.00	89.31	HR			
Unskilled - Regular Time	44.00	58.65	HR			
Head Usher	25.00	33.33	HR			
Usher / Door Guard / Badge Checker/Ticket Taker	21.00	27.99	HR			
Services						
Aisle Sign/Banner Hang	52.00	69.32	EA			
Exhibition Hall Door Sign/Banner Hang	52.00	69.32	EA			
Camping Coordination	2,500.00	3,332.50	EA			
Coliseum Dirt Install / Removal	Call for Quote	Call for Quote				
Crate Storage			EA	57.00	75.98	
Custom Sign 24" x 36"	20.00	26.66	EA			
Exhibition Hall Air Wall Open/Close During Event	210.00	279.93	EA			
Exhibition Hall Change During Event	82.00	109.31	LHR			
- Equipment not included in rate						
Forklift Services (Half Hour Minimum)	100.00	133.30	HR	100.00	133.30	
Highlift Service (Half Hour Minimum)	150.00	199.95	HR	150.00	199.95	
Meeting Room Change During Event	260.00	346.58	EA			
Order Booth Signs (7" x 44")	6.00	8.00	EA			
Hang Show Provided Booth Sign	10.00	13.33	EA			
Sign Hanging - Ceiling (30' Maximum) with Two Operators	155.00	206.62	EA	255.00	339.92	
Sign Hanging - Pylon Mount (Exhibition Hall Exterior)	95.00	126.64	EA			
Tractor Service (Half Hour Minimum)	100.00	133.30	HR	100.00	133.30	
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	200.00	266.60	EA	200.00	266.60	
**Internet Hardline Up To 25 mbps - 1 Device/Event	500.00	666.50	EA	500.00	666.50	
Additional Internet Hardline per Device/Event	150.00	199.95	EA	150.00	199.95	
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