



# MONONA TERRACE COMMUNITY AND CONVENTION CENTER

ONE JOHN NOLEN DRIVE MADISON, WI 53703 TEL 608 261-4000 FAX 608 261-4049

Date: February 9, 2022

To: Monona Terrace Board Finance Committee

From: Connie Thompson

Subject: **2023 Guest Price List for Equipment and Services**

## **Introduction**

The proposed 2023 Guest Price List for Equipment and Services is attached for your review. Changes are shown in red, additions in green. Pending Finance Committee approval, it will be presented to the full Board for approval at the February 17, 2022 meeting. Consistent with recent years we made modest increases on select items and continue to seek increased revenue through upgraded equipment, owning rather than renting equipment and changes in our “menu” of offerings to meet emerging customer demand. Staff believes these proposed rates will provide Monona Terrace with the level of equipment and services pricing needed to achieve the best overall revenue results in 2023.

## **Analysis Methodology Summary**

We looked at a representative sample of convention centers, hotels and A/V rental houses to see how our rates compare. We also received recommendations from the Destination Madison sales staff, and Monona Terrace A/V, sales and event services staffs based upon what they are hearing from customers about our rates.

## **Pricing/Market Overview**

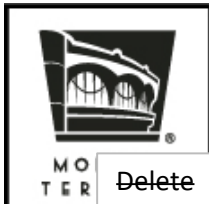
Equipment and technology is now much more of a common tool than a luxury, and we continue to get downward pressure on some of our rates (Internet access and data projectors continue to be prime examples). Also, with rare exceptions, Monona Terrace is the exclusive provider of equipment and services. To control the market’s sensitivities to both technology/equipment pricing and Monona Terrace being the exclusive provider, we propose maintaining most prices of our current equipment and services, and modest increases on a number of select items. We have added two Virtual Meeting Packages to our offerings. Our staff labor cost mark-ups are still in line and require no changes for 2023.

We have seen a welcome trend continue in the desire of larger groups to present a theatrical level A/V production to communicate their message and make it memorable. These complex sound, lighting and video productions result in excellent revenue for Monona Terrace.

**Recommendation**

Staff recommends approval of the Equipment and Services rates as proposed. Based on the data collected and analyzed we find these proposed rates are at an excellent price point to please customers and deliver maximum overall revenue to Monona Terrace.

Through the efforts of our Sales and Service Teams, and market correct pricing, we have been able to grow A/V equipment and services revenue from \$1,052,000 in 2012 to \$1.83 million for 2019, which represents about a 74% increase. Examining 2020 and 2021 A/V revenue during COVID was not helpful for this memo.



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Delete  
Addition  
Change

## 2023 Equipment & Services Price List

All equipment and services are subject to availability. Contact your Event Coordinator for more information.

**Items Included in Room Rental Upon Request:** No additional charge for tables and chairs for one room setup, lectern with microphone or standard corded microphone, one easel, one dry erase board, riser (16" or 24" high) with skirting, head table with skirting, water service for head table, and one daily cleaning.

**Early/Late Building Access:** Daily business hours for Monona Terrace Community and Convention Center are 6:30 am - midnight. Please contact your Event Coordinator to arrange extended event hours.

**Audiovisual Services & Equipment:** Monona Terrace is the exclusive provider of audiovisual equipment and services. All prices include initial setup and testing of equipment. Sales tax will be added, if applicable. An AV technician is required when the Lecture Hall is used for presentations with projection equipment or multiple microphones. AV technician costs are listed on page 4. Please refer to our website for the latest information on our virtual and hybrid meeting capabilities. [mononaterrace.com/virtual-meetings](http://mononaterrace.com/virtual-meetings)

**Rooftop:** Monona Terrace offers a variety of specialized outdoor equipment to enhance your experience when using Olin Terrace or the William T. Evjue Rooftop Gardens. Please contact your Sales Manager or Event Coordinator for the most current outdoor equipment options available.

**Parking:** Parking passes may be ordered for your event. Contact your Event Coordinator for more information.

Internet & Technology	Per Day	Per Event
<i>Internet access is provided through redundant 10-gigabit Ethernet connections. Please contact your Event Coordinator if you require IPv6 access or for pricing information on usage in excess of 1 gigabit.</i>		
<b>Wired Internet Connection</b> - Recommended for presenters	\$130.00	<del>\$195.00</del> <b>\$205.00</b>
<b>Wireless Internet Connection</b> <b>Individual Basic:</b> speed up to 1.5 Mbps Suitable for checking e-mail without attachments <b>Individual Premium or Group Rate per device</b> Speed up to 10 Mbps	No Charge	
	\$10.00	\$15.00
<del>Custom Service Set Identifier (SSID)</del> <b>Event Branded Wireless Network</b> <del>Custom SSID with Landing Page Redirect</del>		<del>\$250.00</del> <b>\$550.00</b> <del>\$375.00</del>
<b>8-Port Network Switch</b>	\$30.00	
<b>Teleconferencing Unit</b>	\$150.00	\$225.00
<b>Laptop or Workstation</b>	<del>\$200.00</del> <b>\$210.00</b>	<del>\$325.00</del> <b>\$350.00</b>
<b>Virtual Meeting Packages:</b> Pricing will vary based on specific needs.		
<b>Video Conferencing (Zoom, Teams, WebEX):</b> Connect Web camera, screen share and Seamless two-way audio to video conferencing platforms. Includes Wired Internet, USB Audio Interface, 6-Channel Audio Mixer. Package Add-ons: Camera and Operator, Laptop, Microphones, Video Switcher	\$270.00	
<b>Live Event Streaming (Vimeo, YouTube, Facebook):</b> Stream Video and Audio to Conference Platforms with vMix Live Production Switcher and Camera Operator, 3 hours of Technician and Camera Labor Included. Package Add-ons: Laptop, Static Camera, Microphones	\$1,800.00	

Video & Projection Equipment		Per Day (unless otherwise noted)
<b>HD Video Pro Package</b> (includes AV technician for 3 hours) Two 8,000-lumens video projectors, two 9' x 16' screens, camera with operator for 3 hours, seamless HD video production switcher (1 to 2 outputs), internet access, laptop, PerfectCue™		<del>\$2,200.00</del> <b>\$2,400.00</b>
<b>HD Video Pro Package—Exhibit Hall</b> (includes AV technician for 3 hours) Two 15,000-lumens HD video projectors, two 9' x 16' screens, camera with operator for 3 hours, seamless HD video production switcher (1 to 2 outputs), internet access, laptop, PerfectCue™		<del>\$4,400.00</del> <b>\$4,100.00</b>
<b>Small Room HD Widescreen Projector</b> (Includes 5' x 7' screen at no charge) 4,000 lumens, 1920 x 1080 resolution, for use with 5' x 7', 6' x 8', or 9' x 12' screen		\$195.00
<b>Midsize Room HD Widescreen Projector</b> 8,000 lumens, 1920 x 1080 resolution, for use with 9' x 12' or 9' x 16' screen		\$395.00
<b>Large Room HD Projector</b> 15,000 lumens, 2048 x 1080 resolution, for use with 9' x 16' screen	Call for price	<b>\$1,250.00</b>
<b>Large Room 4k Projector</b> 20,000 lumens, 3840 x 2160 resolution, for use with 9' x 16' or 13½' x 24' rear-projection screen		<b>\$2,250.00</b>
<b>Lecture Hall HD Projector</b> 15,000 lumens, 2048 x 1080, includes 3 hours tech time		<del>\$595</del> <b>\$625.00</b>
<b>1 Camera with Operator</b> (3-hr minimum includes ½ hour setup & ½ hour teardown)		<del>\$150</del> <b>\$160.00 / hr.</b>
<b>2 Cameras with Producer</b> (3-hr minimum includes ½ hour setup & ½ hour teardown)		<del>\$300</del> <b>\$320.00 / hr.</b>
<b>Digital Video Recording</b>		\$70.00/session
<b>HD Seamless Video Production Switcher</b> (1 to 2 Outputs)		\$300.00
<b>HD Seamless Video Production Switcher</b> (1 to 4 Outputs)		\$800.00
<b>Screen:</b> 5' x 7'		\$20.00
6' x 8'	\$25	<b>\$30.00</b>
9' x 12'	\$75	<b>\$80.00</b>
9' x 16' (Ideal for HD projection. Includes dress kit.)	\$185	<b>\$195.00</b>
13½' x 24'	\$495	<b>\$525.00</b>
<b>LCD Screen:</b> 24" Monitor		\$55.00
48" <del>TV</del> <b>LCD</b> Screen on Stand	\$175	<b>\$180.00</b>
60" <del>TV</del> <b>LCD</b> Screen on Stand or 65" Ultra Bright Monitor		\$195.00
80" <del>TV</del> <b>LCD</b> Screen on Stand		\$275.00
Audio & Presenters' Equipment		
<b>Standard Hand-held or Tabletop Microphone</b>		\$15.00
<b>Wireless Microphone:</b> hand-held or lavalier		\$70.00
<b>Standing or Special Needs Lectern with Microphone</b>		\$30.00
<b>Tabletop Lectern with Microphone</b>		\$25.00
<b>Speaker Timer</b>		\$25.00
<b>SpeakerTimerPro</b>	\$45	<b>\$75.00</b>
<b>PerfectCue™</b>		\$85.00
<b>48" Presenter's Confidence Monitor</b>	\$175	<b>\$180.00</b>
<b>Presidential Teleprompter</b> (requires AV Technician - see Page 4 for rates)		\$375.00
<b>Wireless Presentation Advancer with built in Laser Pointer</b>	\$20.00/day	\$35.00/ev.
<b>Clear-Com Headset Package:</b> Wired, up to 6 stations		\$175.00
Wireless, up to 4 stations		\$275.00
<b>Mixer:</b> 4-Channel		\$40.00
6-Channel		\$65.00
16-Channel		\$100.00
32-Channel Digital		\$350.00
<b>Professional Band Sound System:</b> Includes 4-line array, 2-subwoofers, sound board, 2 operators, 2 monitors, 16-channel mixer, and wired microphones		\$975.00 / 3 hrs. \$130.00 ea. addl. hr.
<b>Auxiliary Speaker</b>		\$65.00
<b>Press Box</b>		\$50.00

Special Use Equipment				Per Day (unless otherwise noted)
<b>Convention Pipe and Drape</b>				
3' High – Burgundy				\$3.00 / linear foot
8' High – Burgundy, Black or White				\$3.50 / linear foot
16' High – Burgundy, Black or White				\$6.00 / linear foot
Professional Truss 12' x 12' x 10'				\$65.00
¼- or ½-Ton Chain Motor				\$150.00
<b>Rope &amp; Stanchion with 6' Rope</b>				\$15.00
<b>Poster Board</b> - 91" x 44.75" (48 available) May also be mounted vertically – legs are 34" high				\$55.00 / event
<b>Dance Floor</b>				
12' x 12'				\$85.00
16' x 16'				\$155.00
20' x 20'				\$210.00
24' x 24'				\$270.00
28' x 28'				\$370.00
32' x 32'				\$420.00
<b>5'7" Yamaha Baby Grand Piano</b> (includes tuning)				\$275.00
Piano Lift Fee to riser or stage				\$100.00
<b>Electric Piano</b>				\$75.00
<b>Stage Equipment</b>				
Stage (3'-4' high, 4' x 8' sections) includes stairs, ADA ramp, skirts				\$40.00 / section
Rooftop Outdoor Stage (3'-4' high) includes stairs, ramp, skirts				\$40.00 / section
Risers (16" or 24" high) includes stairs, ADA ramp, skirts				\$25.00 / section
<b>Outdoor Tent</b> - White, 10' x 10' includes weights				\$200.00
Tent Wall (10' wide) solid or mesh				\$10.00 ea.
<b>Utility Items &amp; Power</b>				
20-amp Electrical Circuit				\$65.00 (\$70.00/event)
Power to Seating - placed at table for laptop or small electronic device				\$2.50 per person / day
Forklift and Operator (1-hour minimum)				\$75.00 per hour
Platform Scissors Lift and Operator (1-hour minimum)				\$125.00 per hour
Level 4 Ceiling Banner Hanging				<del>\$65</del> <b>\$67.00 per hour</b>
Exhibit Hall Ceiling Banner Hanging				<b>\$125.00 per hour</b>
<b>Lighting</b>				
Lighting Fixture (includes hanging & focus)				<del>\$20</del> <b>\$25.00</b>
Color Blast LED Light				\$25.00
Lighting Console				\$125.00
Pin Spot				\$20.00
Stock Image Gobo <b>with Lighting Fixture</b>				\$40.00
Custom Image Gobo <b>with Lighting Fixture</b> -steel pattern, simple design, single color				<del>\$160</del> <b>\$170</b> (per design)
Tables & Chairs				Per Day (unless otherwise noted)
<b>Table Without Skirt:</b>				
2' x 4'	6' x 30"	6' x 18"		\$10.00
8' x 30"	8' x 18"	Round - 48", 66", 72"		
42" high cocktail table with 30" diameter top				
<b>Skirted Table</b>				
Clip-on skirt and linen				\$40.00 per table
Clip-on skirt only				\$30.00 per table
Linen only				\$15.00 per table
<b>Chair</b>				
Upholstered Banquet Chair				\$2.00
Plastic Rooftop Chair				\$1.00
Upholstered Barrel Chair				\$15.00

Meeting Equipment & Business Services		Per Day (unless otherwise noted)
<b>Private Business Center</b> 3 Computers with Microsoft® Office & high-speed internet access High-speed color laser printer & 1 ream of paper Telephone: Local and long distance calls included High-speed copier		\$425 <del>\$435.00</del>  \$ .10 / copy
<b>High-speed Laser Printer &amp; 1 ream of paper</b> Black & White Color		\$95.00 (\$160.00/event) \$150.00 (\$275.00/event)
<b>Additional ream of paper</b>		\$10.00
<b>Fax Services Available</b>		
<b>Laser Copies/Printing</b> Black & White Color		\$ .10 / side \$ .75 / side
<b>Note Pad (5" x 8")</b>		\$2.75 ea.
<b>Pen</b>		\$1.50 ea.
<b>Note Pad, Pen and Mint Set</b>		\$ 4.25 ea.
<b>Easel Tripod</b>		\$10.00
<b>Dry Erase Board with markers</b>		\$30.00
<b>Flip Chart with 3M Post-It® Paper &amp; Markers</b> Additional Marker Set Additional Paper Pad		\$35.00 \$10.00 \$15.00
<b>Coat Rack</b>		\$20.00

Labor ( <i>Holiday rates available</i> )	Per Hour	Overtime/ Hour
<b>3-hour Minimum</b> General Labor Guest Services Attendant Maintenance, IT, or AV Technician	\$45.00 \$28.00 \$67.00	\$67.50 \$42.00 \$100.50
<b>4-hour Minimum</b> Stagehand	\$50.50	\$75.75
<b>Security</b> Security Staff (3-hour minimum) Overnight Security ( 4-hour minimum) Off-duty Police Officer (3-hour minimum)  <i>All security services must be arranged through Monona Terrace. Please contact your Event Coordinator for more information.</i>	\$30.00 \$45.00 N/A	\$45.00 N/A \$83.00

Sale of Merchandise or Novelties
Except for items that are sold from an exhibit booth as part of a trade/consumer show, Monona Terrace will charge a 20% commission plus sales tax for any merchandise being sold by our guests. A 30% commission plus sales tax will be charged for any merchandise being sold by Monona Terrace staff on behalf of our guests.