



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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

2021 Sliding Scale for Daily Base Rental Fees Food and Beverage Functions

Standard Daily Room Rental includes the following items at no charge:
(Please note that these items must be requested through your Event Coordinator.)

- Tables and chairs for one room setup
- Lectern with microphone or standard corded microphone
- Riser (16" or 24" high) with skirting
- One easel
- One dry erase board
- Head table with skirting
- Water service for head table
- One daily room refresh

Due to the unique nature of outdoor events, special audiovisual equipment is required when using Olin Terrace or the William T. Evjue Rooftop Gardens.

Holiday rates will vary; please speak with your Sales Contact for a price quote.

Regular daily business hours for Monona Terrace Community and Convention Center are 6:30 a.m. – 12:00 a.m. Please speak with your Sales Contact or Event Coordinator to arrange for extended event hours.

Food & Beverage Purchases
- excluding tax and service charge

Daily Base Rental Charge

Lakeside Commons:

\$ 3,925 and above	No charge
\$ 2,925 - \$ 3,924	\$ 160
\$ 2,025 - \$ 2,924	\$ 310
\$ 1,200 - \$ 2,024	\$ 450
\$ 1,199 and below	\$ 625 Base Rental

Exhibition Hall - One Section:

\$ 22,200 and above	No charge
\$ 19,300 - \$ 22,199	\$ 500
\$ 16,550 - \$ 19,299	\$ 950
\$ 13,200 - \$ 16,549	\$ 1,450
\$ 9,700 - \$ 13,199	\$ 1,975
\$ 6,600 - \$ 9,699	\$ 2,475
\$ 3,500 - \$ 6,599	\$ 2,975
\$ 3,499 and below	\$ 3,525 Base Rental



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Daily Base Rental Charge

Exhibition Hall - Both Sections A & B:

\$ 40,000 and above	No charge
\$ 33,300 - \$ 39,999	\$ 975
\$ 27,575 - \$ 33,299	\$ 1,950
\$ 22,050 - \$ 27,574	\$ 2,800
\$ 16,550 - \$ 22,049	\$ 3,650
\$ 11,025 - \$ 16,549	\$ 4,550
\$ 5,625 - \$ 11,024	\$ 5,400
\$ 5,624 and below	\$ 6,300 Base Rental

Community Terrace:

\$ 8,600 and above	No charge
\$ 6,875 - \$ 8,599	\$ 275
\$ 5,175 - \$ 6,874	\$ 550
\$ 3,500 - \$ 5,174	\$ 825
\$ 1,900 - \$ 3,499	\$ 1,075
\$ 1,899 and below	\$ 1,375 Base Rental

Hall of Fame Room:

\$ 1,250 and above	No charge
\$ 925 - \$ 1,249	\$ 55
\$ 625 - \$ 924	\$ 100
\$ 325 - \$ 624	\$ 150
\$ 324 and below	\$ 200 Base Rental

Dane or Wisconsin Room:

\$ 1,475 and above	No charge
\$ 1,175 - \$ 1,474	\$ 50
\$ 925 - \$ 1,174	\$ 90
\$ 600 - \$ 924	\$ 140
\$ 325 - \$ 599	\$ 185
\$ 324 and below	\$ 235 Base Rental



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Daily Base Rental Charge

Hall of Ideas - One Section:

\$ 2,075 and above	No charge
\$ 1,675 - \$ 2,074	\$ 65
\$ 1,250 - \$ 1,674	\$ 130
\$ 825 - \$ 1,249	\$ 200
\$ 425 - \$ 824	\$ 265
\$ 424 and below	\$ 330 Base Rental

Hall of Ideas - Two Sections:

\$ 3,750 and above	No charge
\$ 3,000 - \$ 3,749	\$ 120
\$ 2,250 - \$ 2,999	\$ 240
\$ 1,500 - \$ 2,249	\$ 360
\$ 750 - \$ 1,499	\$ 480
\$ 749 and below	\$ 600 Base Rental

Hall of Ideas - Four Sections:

\$ 6,725 and above	No charge
\$ 5,375 - \$ 6,724	\$ 215
\$ 4,050 - \$ 5,374	\$ 430
\$ 2,700 - \$ 4,049	\$ 645
\$ 1,500 - \$ 2,699	\$ 840
\$ 1,499 and below	\$ 1,075 Base Rental

Hall of Ideas - All Six Sections E-J:

\$ 9,550 and above	No charge
\$ 7,975 - \$ 9,549	\$ 250
\$ 6,425 - \$ 7,974	\$ 500
\$ 4,800 - \$ 6,424	\$ 760
\$ 3,200 - \$ 4,799	\$ 1,015
\$ 1,600 - \$ 3,199	\$ 1,275
\$ 1,599 and below	\$ 1,525 Base Rental



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Daily Base Rental Charge

Madison Ballroom - One Section:

\$ 5,325 and above	No charge
\$ 4,375 - \$ 5,324	\$ 150
\$ 3,500 - \$ 4,374	\$ 290
\$ 2,625 - \$ 3,499	\$ 430
\$ 1,725 - \$ 2,624	\$ 575
\$ 875 - \$ 1,724	\$ 710
\$ 874 and below	\$ 850 Base Rental

Madison Ballroom - Two Sections:

\$ 9,550 and above	No charge
\$ 7,975 - \$ 9,549	\$ 250
\$ 6,425 - \$ 7,974	\$ 500
\$ 4,800 - \$ 6,424	\$ 760
\$ 3,200 - \$ 4,799	\$ 1,015
\$ 1,600 - \$ 3,199	\$ 1,275
\$ 1,599 and below	\$ 1,525 Base Rental

Madison Ballroom - All Four Sections A-D:

\$ 16,875 and above	No charge
\$ 13,900 - \$ 16,874	\$ 475
\$ 11,100 - \$ 13,899	\$ 925
\$ 8,450 - \$ 11,099	\$ 1,350
\$ 5,625 - \$ 8,449	\$ 1,800
\$ 3,000 - \$ 5,624	\$ 2,225
\$ 2,999 and below	\$ 2,700 Base Rental

Meeting Room - One Section:

\$ 1,175 and above	No charge
\$ 875 - \$ 1,174	\$ 45
\$ 600 - \$ 874	\$ 90
\$ 300 - \$ 599	\$ 140
\$ 299 and below	\$ 185 Base Rental



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Daily Base Rental Charge

Meeting Rooms - Two Sections:

\$ 1,825 and above	No charge
\$ 1,450 - \$ 1,824	\$ 60
\$ 1,075 - \$ 1,449	\$ 120
\$ 725 - \$ 1,074	\$ 175
\$ 375 - \$ 724	\$ 230
\$ 374 and below	\$ 290 Base Rental

Meeting Rooms - Four Sections:

\$ 3,050 and above	No charge
\$ 2,425 - \$ 3,049	\$ 100
\$ 1,825 - \$ 2,424	\$ 195
\$ 1,225 - \$ 1,824	\$ 290
\$ 650 - \$ 1,224	\$ 385
\$ 649 and below	\$ 485 Base Rental

Meeting Rooms - Six Sections:

\$ 4,550 and above	No charge
\$ 3,625 - \$ 4,549	\$ 145
\$ 2,725 - \$ 3,624	\$ 290
\$ 1,825 - \$ 2,724	\$ 435
\$ 925 - \$ 1,824	\$ 580
\$ 924 and below	\$ 725 Base Rental

Meeting Rooms - All Eight Sections K-R:

\$ 5,950 and above	No charge
\$ 4,750 - \$ 5,949	\$ 190
\$ 3,575 - \$ 4,749	\$ 380
\$ 2,375 - \$ 3,574	\$ 570
\$ 1,200 - \$ 2,374	\$ 760
\$ 1,199 and below	\$ 950 Base Rental



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Daily Base Rental Charge

Grand Terrace - East or West Half:

\$ 5,475 and above	No charge
\$ 4,100 - \$ 5,474	\$ 225
\$ 2,700 - \$ 4,099	\$ 450
\$ 1,325 - \$ 2,699	\$ 675
\$ 1,324 and below	\$ 875 Base Rental

Grand Terrace:

\$ 8,600 and above	No charge
\$ 6,875 - \$ 8,599	\$ 275
\$ 5,175 - \$ 6,874	\$ 550
\$ 3,500 - \$ 5,174	\$ 825
\$ 1,900 - \$ 3,499	\$ 1,075
\$ 1,899 and below	\$ 1,375 Base Rental

Lecture Hall:

\$ 5,950 and above	No charge
\$ 4,750 - \$ 5,949	\$ 190
\$ 3,575 - \$ 4,749	\$ 380
\$ 2,375 - \$ 3,574	\$ 570
\$ 1,200 - \$ 2,374	\$ 760
\$ 1,199 and below	\$ 950 Base Rental

William T. Evjue Rooftop Gardens - West Circle:

\$ 6,250 and above	No charge
\$ 5,000 - \$ 6,249	\$ 195
\$ 3,750 - \$ 4,999	\$ 400
\$ 2,500 - \$ 3,749	\$ 600
\$ 1,250 - \$ 2,499	\$ 800
\$ 1,249 and below	\$ 995 Base Rental



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Daily Base Rental Charge

William T. Evjue Rooftop Gardens - Center:

\$ 12,400	and above	No charge
\$ 10,200	- \$ 12,399	\$ 475
\$ 8,000	- \$ 10,199	\$ 800
\$ 5,800	- \$ 7,999	\$ 1,150
\$ 3,600	- \$ 5,799	\$ 1,525
\$ 3,599	and below	\$ 1,975 Base Rental

William T. Evjue Rooftop Gardens - Center and West Circle:

\$ 16,300	and above	No charge
\$ 14,100	- \$ 16,299	\$ 475
\$ 12,000	- \$ 14,099	\$ 800
\$ 9,900	- \$ 11,999	\$ 1,100
\$ 7,800	- \$ 9,899	\$ 1,450
\$ 5,600	- \$ 7,799	\$ 1,800
\$ 3,500	- \$ 5,599	\$ 2,175
\$ 3,499	and below	\$ 2,575 Base Rental

William T. Evjue Rooftop Gardens - Center, East and West Circles:

\$ 19,700	and above	No charge
\$ 17,250	- \$ 19,699	\$ 400
\$ 14,775	- \$ 17,249	\$ 800
\$ 12,400	- \$ 14,774	\$ 1,175
\$ 10,200	- \$ 12,399	\$ 1,550
\$ 7,900	- \$ 10,199	\$ 1,925
\$ 5,800	- \$ 7,899	\$ 2,325
\$ 4,000	- \$ 5,799	\$ 2,700
\$ 3,999	and below	\$ 3,150 Base Rental



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Daily Base Rental Charge

Olin Terrace:

\$ 3,925 and above	No charge
\$ 2,925 - \$ 3,924	\$ 160
\$ 2,025 - \$ 2,924	\$ 310
\$ 1,200 - \$ 2,024	\$ 450
\$ 1,199 and below	\$ 625 Base Rental

One Registration Counter:

\$ 1,250 and above	No charge
\$ 925 - \$ 1,249	\$ 55
\$ 625 - \$ 924	\$ 100
\$ 325 - \$ 624	\$ 150
\$ 324 and below	\$ 200 Base Rental

Exhibition Hall Show Office (A side only):

\$ 1,250 and above	No charge
\$ 925 - \$ 1,249	\$ 55
\$ 625 - \$ 924	\$ 100
\$ 325 - \$ 624	\$ 150
\$ 324 and below	\$ 200 Base Rental