

Monona Terrace Base Room Rental Fees

Space	2015	Proposed 2016	% Increase
LEVEL 1			
Lakeside Commons	575	575	0.0%
Exhibition Hall - All	5995	6150	2.5%
Exhibition Hall - 1 section (A or B)	3350	3400	1.5%
Show Office	185	190	2.6%
LEVEL 2			
Community Terrace	1275	1300	1.9%
Hall of Fame	180	185	2.7%
Dane Room or Wisconsin Room	220	225	2.2%
LEVEL 4			
Grand Terrace	1275	1300	1.9%
Grand Terrace - Half (East or West)	775	800	3.1%
Hall of Ideas - 1 section 1140 sq. ft.	265	275	3.6%
Hall of Ideas - 2 sections 2280 sq. ft.	495	525	5.7%
Hall of Ideas - 4 sections 4560 sq. ft.	975	1000	2.5%
Hall of Ideas - All 6 sections 6840 sq. ft.	1425	1450	1.7%
Ballroom - 1 section 3822 or 2940 sq. ft.	725	750	3.3%
Ballroom - 2 sections 7644, 6762, or 5880 sq. ft.	1425	1450	1.7%
Ballroom - All 4 sections	2500	2550	2.0%
Meeting Rms - 1 section 460 sq. ft.	165	170	2.9%
Meeting Rms - 2 sections 920 sq. ft.	265	270	1.9%
Meeting Rms - 4 sections 1,840 sq. ft.	450	465	3.2%
Meeting Rms - 6 sections 2,760 sq. ft.	650	675	3.7%
Meeting Rms - All 8 sections 3,680 sq. ft.	875	900	2.8%
Lecture Hall	925	925	0.0%
Registration Counter	190	195	2.6%
Business Center	350	375	6.7%
LEVEL 5			
Entire Roof	2800	2850	1.8%
Roof Center	1875	1900	1.3%
Roof Circle (East or West)	925	950	2.6%
Roof Center and 1 Circle (East or West)	2475	2500	1.0%
Olin Terrace	575	575	0.0%

MT Room Rental Comparison

	1997-1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	Proposed 2016	% Increase since '97-98
LEVEL 1																				
Lakeside Commons	450	475	475	500	500	500	500	500	525	550	550	550	550	550	550	550	550	575	575	27.8%
EX Hall - All	5000	5250	5500	5775	5850	5850	5850	5850	5850	5900	5900	5900	5900	5950	5950	5950	5950	5995	6150	23.0%
EX Hall - 1 section	2750	2900	3000	3150	3200	3200	3200	3200	3200	3225	3225	3250	3250	3250	3300	3300	3300	3350	3400	23.6%
Show Office (EX A)	n/a	n/a	140	150	160	160	160	160	170	175	180	185	185	185	185	185	185	185	190	35.7%
LEVEL 2																				
Community Terrace	750	800	850	900	925	950	975	1025	1075	1100	1125	1150	1175	1200	1225	1250	1250	1275	1300	73.3%
Hall of Fame	150	150	150	160	165	165	165	165	170	170	170	170	175	175	175	175	175	180	185	23.3%
Dane or WI	200	200	200	200	200	200	200	200	210	210	210	215	215	215	215	215	215	220	225	12.5%
LEVEL 4																				
Grand Terrace	750	800	850	900	925	950	975	1025	1075	1100	1125	1150	1175	1200	1225	1250	1250	1275	1300	73.3%
1/2 Grand Terrace	425	450	475	500	500	500	525	550	575	600	625	650	675	695	725	750	750	775	800	88.2%
Hall of Ideas - 1 sect	175	200	210	210	225	225	230	230	240	250	255	255	255	255	260	260	260	265	275	57.1%
Hall of Ideas - 2 sect	350	375	420	420	425	425	440	440	450	460	465	465	465	465	475	475	475	495	525	50.0%
Hall of Ideas - 4 sect	700	740	840	840	850	850	875	875	900	920	930	930	930	930	950	950	950	975	1000	42.9%
Hall of Ideas - All 6	900	950	1000	1000	1100	1100	1150	1200	1250	1300	1350	1350	1350	1350	1375	1400	1400	1425	1450	61.1%
Ballroom - 1 section	450	475	500	525	550	550	575	600	625	650	675	675	675	700	700	700	700	725	750	66.7%
Ballroom - 2 sections	900	950	1000	1050	1100	1100	1150	1200	1250	1300	1350	1350	1350	1350	1400	1400	1400	1425	1450	61.1%
Ballroom - All 4 sect	1750	1840	1950	2050	2100	2100	2150	2200	2300	2350	2400	2400	2400	2400	2400	2450	2450	2500	2550	45.7%
Meeting Rms - 1 sect	125	130	140	140	140	140	145	145	150	155	155	155	155	155	155	160	160	165	170	36.0%
Meeting Rms - 2 sect	200	210	225	225	225	225	230	230	240	250	250	250	250	250	250	260	260	265	270	35.0%
Meeting Rms - 4 sect	n/a	n/a	n/a	n/a	n/a	n/a	400	400	420	430	430	430	430	430	430	445	445	450	465	16.3%
Meeting Rms - 6 sect	n/a	n/a	n/a	n/a	n/a	n/a	600	600	600	625	625	625	625	625	625	645	645	650	675	12.5%
Meeting Rms - All 8	n/a	n/a	n/a	n/a	n/a	n/a	800	800	800	825	825	825	825	825	825	850	850	875	900	12.5%
Lecture Hall	800	800	850	850	875	875	875	875	900	900	900	900	900	900	900	900	900	925	925	15.6%
Registration Counter	n/a	n/a	140	150	160	160	160	160	170	175	180	185	185	185	185	185	185	190	195	39.3%
Business Center	n/a	n/a	200	200	200	200	200	200	200	225	250	250	275	295	295	295	325	350	375	87.5%
LEVEL 5																				
Entire Roof	2200	2300	2400	2400	2450	2450	2450	2575	2625	2675	2725	2750	2750	2775	2775	2775	2775	2800	2850	29.5%
Roof Center	1500	1575	1650	1650	1700	1700	1700	1775	1800	1800	1800	1850	1850	1850	1850	1850	1850	1875	1900	26.7%
Roof Circle (E or W)	400	425	450	450	475	600	625	675	725	775	825	850	875	895	895	895	895	925	950	137.5%
Roof Center+1 Circle	1900	2000	2100	2100	2175	2175	2175	2300	2350	2400	2450	2450	2450	2450	2450	2450	2450	2475	2500	31.6%
Olhn Terrace	400	425	450	450	475	475	500	500	525	525	525	550	550	550	550	550	550	575	575	43.8%

**Rate Study for 2016 Monona Terrace Pricing
October, 2014**

	Monona Terrace	La Crosse	Portland Oregon	Austin	Rhode Island	Alliant Energ. Ctr.	Mpls.	KI Center Grm. Bay	Frontier Air. Ctr.	Kalahari	Marriott Madison	Hilton Madison	Madison Club	EdgeH20
Ballroom Square Feet	\$2,550 13,534	\$1,350 12,168	\$4,000 13,100	\$2,950 15,288	\$6,800 13,700	\$4,400 (2)14,976	\$3,800 18,070	\$2,400 9,695	\$9,550 12,690	\$2k-\$4.5k 17,200	\$10,000 10,000	N/A	N/A	N/A
Hall of Ideas Square Feet	\$1,450 6,840	\$1,900 6,700	\$1,925 6,300	\$1,570 8,130	\$2,500 5,000	\$1,890 6,336	\$1,920 6,615	\$1,575 6,300	\$2,500 6,248	\$1,500 6,600	\$7,200 7,200	N/A	N/A	\$6,000 6,150
Exhibit Hall Square Feet	\$6,150 37,200	\$3,400 38,740	\$11,532 37,200*	\$4,750 41,555	\$6,300 43,832	\$8,556 37,200*	\$5,750 79,200	\$4,300 17,346	\$5,800 31,005	\$5k to \$8k 20,000	\$30,000 30,000	N/A	N/A	N/A
Price Per Sq. Ft.	\$.165/sqft.	\$.088/sqft.	\$.31/sqft.	\$.114/sqft.	\$.144/sqft.	\$.23/sqft.	\$.073/sqft.	\$.25/sqft.	\$.187/sqft.	\$.25/sqft.	\$.100/sqft.			
Meeting Room Square Feet	\$270 920	\$275 1,125	\$340 940	\$220 980	\$400 968	\$290 960	\$320 1,046	\$150 638	\$700 837	\$150 1,303	\$1,320 1,320	\$600 1,288	\$400 975	\$750 1,079
Board Room Square Feet	\$225 493	\$200 450	\$220 621	\$165 540	\$350 589	\$290 896	\$160 518	N/A	\$700 810	\$150 650	\$624 624	\$150 500	\$200 540	\$300 582

Notes:

Madison Marriott prices are reported by catering sales staff. These rates are heavily discounted based on sleeping rooms consumed, food and beverages purchased and day/date considerations. Events without roomnights are discouraged. For 2015, the director of sales for the Marriott was unwilling to provide pricing citing 'corporate policy'.

In the past staff was advised to start at \$1.25 per square foot and negotiate down to .75 per square foot.

* Portland and Alliant price per sq. ft. so the MT exhibit hall size of 37,200 was used to calculate comparable rental rates to Monona Terrace. Actual price is determined by net square feet used, not gross square feet of the exhibit hall.

Portland offers conventions a 20% discount off listed rates for ballrooms and meeting rooms.

KI Center credits back 10% of food and beverage purchases against room rental, and now prices all rooms based on \$.25 per sq. ft.

KI Center also confirmed that they guarantee pricing 6 months in advance.

KI floor plans from the website increased in square footage slightly. Perhaps they re-measured.

Midwest Airlines Center charges \$.50/chair in addition to base rent for theater style set in exhibit hall.

Madison Club discounts rental by 40-60% for members and waives rent on some rooms with F & B purchase.

Numbers in parentheses (2) indicate two separate rooms were used to get square feet for comparison.

Kalahari Resort's rates are the base room rentals reported by sales staff. Rental costs could go up or down depending on customer's overall purchase.

Hilton Madison waives room rental based on # of guest rooms and/or food.

**Edgewater has weekday and weekend rates. Rates listed above are weekend rates.

Austin provides (1) free move-in or move-out day in Exhibit Hall for each event day up to a max. of (3) free days.