



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

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

Date: February 3, 2017

To: Monona Terrace Board Finance Committee

From: Gregg McManners

Subject: **2018 Guest Price List for Equipment and Services**

Introduction

The proposed 2018 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 16, 2017 meeting. Consistent with recent years we are resisting downward rate pressure and seeking increased revenue through upgraded equipment and changes in our offerings to meet emerging customer demand. These proposed rates will provide Monona Terrace with the level of equipment and services pricing needed to achieve the best overall revenue results in 2018.

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 GMCVB sales staff, and Monona Terrace A/V, sales and event services staffs based upon what they are hearing from customers about our rates.

Market Conditions and Pricing Overview

Equipment and technology is now 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 dual sensitivities to technology/equipment pricing and Monona Terrace being the exclusive provider, we propose maintaining most prices of our current equipment and services. We are proposing a 4% increase in our A/V Technician/Maintenance labor rate from \$62.50 to \$65.00 per hour. Our clients' A/V set-ups have become more complex and this general increase will help cover non-billed labor set-up requirements. Our other staff labor costs have remained relatively flat and we did increase the General Labor rate for 2016.

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 an estimated \$1,625,000 for 2016, which represents about a 54% increase.



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DRAFT 2018 Equipment & Services Price List

RED: Changes
GREEN: Additions

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

Included With Room Rental

Please note: These items are not automatically set in room. If any are needed, please request the items from your Event Coordinator.

Included at no charge: 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. Tax will be added. 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.

Rooftop

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

Parking

Parking passes may be ordered for your event. Please contact your Event Coordinator for more information.

Internet & Computers	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>		
Wired Internet Connection - Recommended for presenters	\$ 130.00	\$ 195.00
Wireless Internet Connection	No Charge	
<ul style="list-style-type: none"> Individual Basic: speed up to 442 Kbs 1.5 Mbps (Suitable for checking e-mail without attachments) Individual Premium or Group Rate (Speed up to 10 Mbs) 	\$ 10.00 each per connection	\$ 15.00 each per connection
Static IP Address Assignment		\$ 250.00
24-Port Network Switch	\$ 195.00	
Laptop or workstation	\$ 200.00	\$ 325.00
24" Flat-panel Computer Monitor	\$ 55.00	
Internet Kiosk Includes up to 6 workstations at single location, black & white printer, and Internet connection	\$ 900.00	\$ 1,250.00
Presentation Server Provides the ability to load all speaker presentations in advance Accessible from any room Includes one Internet connection and labor to configure server (Additional charges for Internet connection, computer & labor for session rooms and speaker ready room)		\$ 500.00

Video & Projection Equipment			Per Day (unless otherwise noted)	
HD Video Pro Package Two 8,7000-lumens video projectors, two 9' x 16' screens, camera with operator for 3 hours, seamless HD video production switcher, Internet access, laptop, PerfectCue™, Blu-ray player and AV technician for 3 hours			\$2,100.00 2,400.00	
HD Video Pro Package—Exhibit Hall Two 15,000-lumens HD video projectors, two 9' x 16' screens, camera with operator for 3 hours, seamless HD video production switcher, Internet access, laptop, PerfectCue™, Blu-ray player and AV technician for 3 hours			\$4,200.00 4,900.00	
Video Projector (Includes 5' x 7' screen at no charge) <ul style="list-style-type: none">Small Room HD Widescreen Projector 3,800 4000 lumens, 1280x800 1920 x 1080 resolution, for use with 5x7, 6x8 or 9x12 screenMidsize Room HD Widescreen Projector 7,000 8,000 lumens, 1920x1080 resolution, for use with 9x12 or 9x16 screenLarge Room HD Projector 15,000 lumens, 2048x1080 resolution, for use with 9x16 or 13 ½ x 24 rear-projection screenLecture Hall HD Projector up to 2048x1080 resolution, includes 3 hours tech time			\$195.00 \$395.00 Call for pricing \$595.00	
Polycom® Videoconference Unit—web Third-party connection fees may apply			\$600.00	
1 Camera with Operator		3-hr minimum includes ½ hour setup & ½ hour teardown	\$140.00/hr	
2 Cameras with Producer			\$250.00/hr	
Video Recording (per session)			\$ 45.00	
HD Seamless Video Production Switcher			\$300.00	
Screen	4' x 4'	\$ 15.00	9' x 12'	\$ 75.00
	5' x 7'	\$ 20.00	9' x 16' (Ideal for HD projection - Includes dress kit)	\$ 450.00
	6' x 8'	\$ 25.00		185.00
			Dress Kit for 9' x 16' Screen	\$ 100.00
			13 ½' x 24' Screen	\$ 650.00 495.00
TV Screen	32" LCD TV on 52" cart	\$ 80.00	80" LCD Screen on Stand	\$275.00
	48" LCD Screen on Stand	\$ 175.00	65" UltraBright Monitor or Standard LCD	\$195.00
	DVD Player or Audio CD Player			\$ 20.00
Blu-ray Player – CD or DVD			\$ 40.00	
Audio & Presenters' Equipment			Per Day (unless otherwise noted)	
48" Presenter's Confidence Monitor			\$175.00	
Standard Hand-held or Tabletop Microphone			\$ 15.00	
Wireless Microphone – hand-held or lavalier			\$ 70.00	
Standing or Special Needs Lectern with Microphone			\$ 30.00	
Tabletop Lectern with Microphone			\$ 25.00	
Speaker Timer			\$ 25.00	
SpeakerTimerPro			\$ 75.00	
PerfectCue™			\$ 75.00	
Presidential Teleprompter			\$600.00	
Laser Pointer – alone or with Wireless Mouse			\$ 20.00	
Clear-Com Headset Package		\$ 95.00 wired (up to 6 stations) \$ 195.00 wireless (up to 4 stations)		
Mixer	• 4-Channel		\$ 30.00	
	• 6-Channel		\$ 75.00	
	• 16-Channel		\$100.00	
	• 32-Channel		\$150.00	
Professional Band Sound System Includes sound board, operator speakers and microphones			\$750 550.00 / 3 hrs \$650.00 / ea addl hr	
Auxiliary Speaker			\$ 65.00	
Press Box			\$ 25.00	

Special Use Equipment	Per Day
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	(unless otherwise noted)
Convention Pipe and Drape	
• 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
Rope & Stanchion with 6' Rope	\$ 15.00
Poster Board - 91" x 44.75" (48 available) May also be mounted vertically – legs are 34" high	\$ 55.00 / event
Dance Floor	
• 12' x 12'	\$ 85.00
• 18' x 18'	\$ 190.00
• 21' x 21'	\$ 230.00
• 24' x 24'	\$ 270.00
• 30' x 30'	\$ 420.00
5'7" Yamaha Baby Grand Piano	\$ 275.00 (includes tuning)
Piano Lift Fee (to riser or stage)	\$ 100.00
Electric Piano	\$ 75.00
Stage Equipment	
• Stage (3'-4' high) includes stairs, ADA ramp, skirts	\$ 40.00 ea 4' x 8' section
• Rooftop Outdoor Stage (3'-4' high) includes stairs, ramp, skirts	\$ 40.00 ea 4' x 8' section
• Risers (16" or 24" high) includes stairs, ADA ramp, skirts	\$ 25.00 ea 4' x 8' section
• 3-Tier Choral Risers (up to 4 sections)	\$ 45.00 ea 6' section
Utility Items & Power	
• 20-amp Electrical Circuit	\$ 60.00 (\$65.00 / event)
• Power to Seating—placed at table for laptop or small electronic device	\$ 2.50 per outlet
• Forklift and Operator (1-hour minimum)	\$ 75.00 per hour
• Platform Scissors Lift and Operator (1-hour minimum)	\$ 100.00 per hour
Lighting	
• Lighting Fixture (includes hanging & focus)	\$ 20.00
• Color Blast LED Light	\$ 25.00
• Pin Spot	\$ 15.00
• Stock image gobo	\$ 35.00
• Custom image gobo – steel pattern, simple design, single color	\$130.00 (one-time charge)

Tables & Chairs	Per Day (unless otherwise noted)
Table Without Skirt	
• Round – 48", 66", 72"	\$ 10.00
• 2' x 4'	\$ 10.00
• 6' x 18"	\$ 10.00
• 8' x 18"	\$ 10.00
• 6' x 30"	\$ 10.00
• 8' x 30"	\$ 10.00
• 42" high cocktail table with 30" diameter top	\$ 10.00
Skirted Table	
• Clip-on skirt and linen	\$ 40.00 per table
• Clip-on skirt only	\$ 30.00 per table
• Linen only	\$ 15.00 per table
Chair	
• Upholstered Banquet Chair	\$ 2.00
• Plastic Rooftop Chair	\$ 1.00
• Upholstered Barrel Chair	\$ 15.00

Meeting Equipment & Business Services	Per Day (unless otherwise noted)
Private Business Center <ul style="list-style-type: none"> • 3 Computers with Microsoft® Office & high-speed internet access • High-speed color laser printer & one ream paper • High-speed copier • Telephone: Free local calls, long distance charges billed after event 	\$425 400.00 \$ 10.00 ea addl ream \$.10 / copy
High-speed Laser Printer (includes 1 ream paper) <ul style="list-style-type: none"> • Black & White • Color 	\$ 10.00 ea addl ream \$ 95.00 / day \$ 160.00 / event \$ 150.00 / day \$ 275.00 / event
Fax <ul style="list-style-type: none"> • Local • Long Distance • International 	\$ 1.00 / page \$ 3.00 / 1 st page 1.00 / ea addl page \$ 5.00 / page
Laser Copies/Printing <ul style="list-style-type: none"> • Black & White • Color 	\$.10 / side \$.75 / side
Note Pad (5" x 8")	\$ 2.75 ea
Pen	\$ 1.25 ea
Note Pad, Pen and Mint Set	\$ 42.00 ea
Easel Tripod	\$ 10.00
Dry Erase Board with markers	\$ 30.00
Flip Chart with 3M Post-It® Paper & Markers <ul style="list-style-type: none"> • Additional Marker Set • Additional Paper Pad 	\$ 35.00 \$ 10.00 \$ 15.00
Coat Rack	\$ 20.00

Telephones	Per Day	Per Event
Analogue Telephone Line (use with credit card swipe & modem)	\$ 100.00	\$ 150.00
Teleconferencing Unit	\$ 150.00	\$ 225.00

Labor (Holiday rates available)	Per Hour	Overtime/Hour
3-hour Minimum <ul style="list-style-type: none"> • General Labor • Guest Services Attendant • Maintenance or AV Technician 	\$ 45.00 \$ 24.00 \$65.00 62.50	\$ 67.50 \$ 36.00 \$ 97.50 93.75
4-hour Minimum <ul style="list-style-type: none"> • Stagehand 	\$ 50.50	\$ 75.75
Security <ul style="list-style-type: none"> • Security Staff (3-hour minimum) • Overnight Security (4-hour minimum) • Off-duty Police Officer (3-hour minimum) 	\$ 24.00 \$ 34.50 N/A	\$ 36.00 N/A \$ 67.00
All security services must be arranged through Monona Terrace. Please contact your Event Coordinator for more information.		

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.