

Date: February 10, 2021

To: Monona Terrace Board Finance Committee

From: Connie Thompson

Subject: **2022 Guest Price List for Equipment and Services**

Introduction

The proposed 2022 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 18, 2021 meeting. Consistent with recent years we are resisting downward rate pressure and seeking 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 2022.

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 few items. Our staff labor cost mark-ups are still in line and require no changes for 2022.

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 A/V revenue during COVID was not helpful for this memo.



**MONONA TERRACE COMMUNITY
AND CONVENTION CENTER**

Delete
Addition
Change

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

2022 Equipment & Services Price List

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

Items Included in Room Rental

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

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. 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. [Please refer to our website for the latest information on our virtual and hybrid meeting capabilities. https://www.mononaterrace.com/virtual-meetings/](https://www.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.](#)

~~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	
Individual Basic: speed up to 1.5 Mbps Suitable for checking e-mail without attachments Individual Premium or Group Rate per device Speed up to 10 Mbps		
	\$10.00	\$15.00
Custom Service Set Identifier (SSID)		\$250.00
Custom SSID with Landing Page Redirect		\$375.00
8-Port Network Switch	\$30.00	
Laptop or Workstation	\$200.00	\$325.00

Video & Projection Equipment		Per Day (unless otherwise noted)
HD Video Pro Package (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, internet access, laptop, PerfectCue™, and Blu-ray player		\$2,100.00 \$2,200.00
HD Video Pro Package—Exhibit Hall (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, Internet access, laptop, PerfectCue™, and Blu-ray player		\$4,200.00 \$4,400.00
Video Projector		
Small Room HD Widescreen Projector (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
Midsize Room HD Widescreen Projector 8,000 lumens, 1920 x 1080 resolution, for use with 9' x 12' or 9' x 16' screen		\$395.00
Large Room HD Projector 15 20,000 lumens, 2048 x 1080 3840 x 2160 resolution, for use with 9' x 16' or 13-1/2' x 24' rear-projection screen		Call for price
Lecture Hall HD Projector 15,000 lumens , up to 2048 x 1080 resolution, includes 3 hours tech time		\$595.00
1 Camera with Operator (3-hr minimum includes ½ hour setup & ½ hour teardown)		\$150.00 / hr.
2 Cameras with Producer (3-hr minimum includes ½ hour setup & ½ hour teardown)		\$300.00 / hr.
Digital Video Recording		\$55 \$70.00/session
HD Seamless Video Production Switcher (1 to 2 Outputs)		\$300.00
HD Seamless Video Production Switcher (1 to 4 Outputs)		\$800.00
Screen: 5' x 7'		\$20.00
6' x 8'		\$25.00
9' x 12'		\$75.00
9' x 16' (Ideal for HD projection. Includes dress kit)		\$185.00
13-1/2' x 24'		\$495.00
LCD Screen: 24" Monitor		\$55.00
48" TV Screen on Stand		\$175.00
60" TV Screen on Stand or 65" Ultra Bright Monitor		\$195.00
80" TV Screen on Stand		\$275.00
Playback Pro Software with Laptop		\$300.00

Audio & Presenters' Equipment		
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		\$45.00
PerfectCue™		\$85.00
Presidential Teleprompter (requires AV Technician - see Page 4 for rates)		\$375.00
Wireless Mouse and/or Laser Pointer	\$20.00/day	\$35.00/ev.
Clear-Com Headset Package: Wired, up to 6 stations		\$175.00
Wireless, up to 4 stations		\$275.00
Mixer: 4-Channel		\$40.00
6-Channel		\$65.00
16-Channel		\$100.00
32-Channel Digital		\$350.00
Professional Band Sound System: 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.
Auxiliary Speaker		\$65.00
Press Box		\$25 \$50.00

Special Use Equipment		Per Day (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
Professional Truss 12' x 12' x 10'		\$65.00
¼- or ½-Ton Chain Motor		\$150.00
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
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
5'7" Yamaha Baby Grand Piano (includes tuning)		\$275.00
Piano Lift Fee to riser or stage		\$100.00
Electric Piano		\$75.00
Stage Equipment		
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
3-Tier Choral Risers (up to four 6' sections)		\$50.00 / section
Outdoor Tent - White, 10' x 10' includes weights		\$200.00
Tent Wall (10' wide) solid or mesh		\$10.00 ea.
Utility Items & Power		
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		\$65.00
Lighting		
Lighting Fixture (includes hanging & focus)		\$20.00
Color Blast LED Light		\$25.00
Lighting Console		\$125.00
Pin Spot		\$20.00
Stock Image Gobo		\$40.00
Custom Image Gobo - steel pattern, simple design, single color		\$160.00 (per design)

Tables & Chairs			Per Day (unless otherwise noted)
Table Without Skirt			\$10.00
2' x 4'	6' x 30"	6' x 18"	
8' x 30"	8' x 18"	Round - 48", 66", 72"	
42" high cocktail table with 30" diameter top			
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 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		\$425.00 \$.10 / copy
High-speed Laser Printer & 1 ream of paper Black & White Color		\$95.00 (\$160.00/event) \$150.00 (\$275.00/event)
Additional ream of paper		\$10.00
Fax Services Available Local Long Distance International		\$1.00 / page \$3.00 / 1st page (\$1.00 ea. addl. page) \$5.00 / page
Laser Copies/Printing Black & White Color		\$.10 / side \$.75 / side
Note Pad (5" x 8")		\$2.75 ea.
Pen		\$1.50 ea.
Note Pad, Pen and Mint Set		\$ 4.25 ea.
Easel Tripod		\$10.00
Dry Erase Board with markers		\$30.00
Flip Chart with 3M Post-It® Paper & Markers 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 <i>(Holiday rates available)</i>	Per Hour	Overtime/ Hour
3-hour Minimum General Labor Guest Services Attendant Maintenance, IT, or AV Technician	\$45.00 \$28.00 \$67.00	\$67.50 \$42.00 \$100.50
4-hour Minimum Stagehand	\$50.50	\$75.75
Security 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.