

MT BEAAC BOOKING INCENTIVE REQUEST

TO QUALIFY FOR ASSISTANCE, THE EVENT MUST MEET THE FOLLOWING REQUIREMENTS :

- ☒ This event meets Monona Terrace's definition of a convention.
- ☒ This event has not yet been contracted.
- ☒ This event has a minimum of 75 % programmed events at the Monona Terrace.
- ☒ This event uses a minimum of two hotels within the Madison Room Tax District.
- ☒ This event has an overflow hotel with a minimum room block of 50.

PLUS ONE OF THE FOLLOWING :

- ☒ This event has a minimum direct spending impact of \$100,000.
- ☒ This event has a minimum out of town attendance of 400.

DATE OF REQUEST	11/13/19		SALES MANAGER	Sarah Lemmers	
GROUP	International Society for Stem Cell Research				
EVENT TITLE	ISSCR 2021 International Symposia			LEAD	118922
EVENT DATES	September 14-17, 2021 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED	\$7,500	
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	150		TOTAL ROOM NIGHTS	500	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Hilton Madison	Madison Concourse	Park Hotel	Additional DT Hotels	
Peak Room Block Bid	150	50	75	150	
GROUP STATUS	Pending		DIRECT SPENDING IMPACT	\$468,913	
COMPETITION	TBD		ATTENDANCE	800	
DECISION DATE	3/31/20		EXPECTED CONTRACT REVENUE	\$23,857	
HISTORY	1	2	3		
MONTH & YEAR	2019	2018	2017		
CITY	Amsterdam, The Netherlands	Lausanne, Switzerland	Basel, Switzerland and		
FACILITY			Guangzhou, China		
BLOCK TOTAL	See attached history and attendee profile				
PICK UP TOTAL					
COMMENTS	The ISSCR may hold small blocks of rooms at a variety of hotels. The hotel designated as the HQ hotel would be required almost exclusively for speakers, VIP and staff.			OTHER FUNDING (external & internal)	\$8,900 DM Grant

TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval 
DOS Approval Date 11/19/19
CEO Approval 
CEO Approval Date 11/20/19

INTERNAL USE ONLY:

Committee Meeting
Approval Date & Amount



INTERNATIONAL SOCIETY FOR STEM CELL RESEARCH

From REQUEST FOR PROPOSAL

ISSCR International Symposium History

LOCATION

<u>Year</u>	<u>City</u>
2013	Florence, Italy Suzhou, China
2014	Singapore
2015	Suzhou, China
2016	Dresden, Germany
2016	Kyoto, Japan Florence, Italy
2017	Basel, Switzerland Guangzhou, China
2018	Lausanne, Switzerland
2019	Amsterdam, The Netherlands

Attendee Profiles

Male	65%
Female	35%

Geographic

USD/Canada	60%
Europe	20%
Asia	20%

Professional Profile

Junior Investigator (Scientists)	35%
Primary Investigator (Scientists)	35%
Scientists	20%
Other	10%