

# 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		11/21/19		SALES MANAGER		Keola Shimooka			
GROUP		International Association of Medical Science Educators							
EVENT TITLE		2022 Annual IAMSE Meeting				LEAD		118990	
EVENT DATES		June 1-7, 2022		AMOUNT REQUESTED		\$12,000			
		<small>(verify this does not conflict with major, annual events)</small>							
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental			
PEAK ROOM NIGHTS (total peak)		300		TOTAL ROOM NIGHTS		800			
HOTEL BLOCK		1		2		3		4	
Hotel Name		Hilton Madison		Park Hotel		AC		Hampton Downtown	
Peak Room Block Bid		150		TBD		30		30	
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$415,283			
COMPETITION		Various U.S. Cities		ATTENDANCE		500			
DECISION DATE		2/29/20		EXPECTED CONTRACT REVENUE		\$43,000			
HISTORY		1		2		3			
MONTH & YEAR		June 2019		June 2018		June 2012			
CITY		Roanoke VA		Las Vegas		Portland, OR			
FACILITY		Hotel Roanoke		Green Valley Resort		Portland Hilton			
BLOCK TOTAL						802			
PICK UP TOTAL						879			
COMMENTS		See also attached MINT history.				OTHER FUNDING (external & internal)			

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

DOS Approval

DOS Approval Date

CEO Approval

CEO Approval Date

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount

## MINT Report for International Association of Medical Science Educators Annual Meeting

### Organization Information

Organization	<a href="http://www.IAMSE.org">International Association of Medical Science Educators</a>
Market Segment	HEALTH & MEDICAL
Address	1000 5th Avenue, Ste. 100
City / State / Zip / Country	Huntington WV 25701 UNITED STATES
Phone / Fax	(304) 522-1270 (304) 523-9701
Web Address	<a href="http://www.IAMSE.org">www.IAMSE.org</a>

### Meeting Information

Meeting Name / Frequency	<a href="#">Annual Meeting</a> / Annual
Region / State / Province	US NATIONAL / OH, TX
Budget / Schedule Flexibility	Budget: Average Cost Schedule: Moderate
Usual Start Day	Friday Duration: 3 days

### Meeting Planner Information

Name	<a href="#">Julie Hewett</a>
Title	CEO
Email	<a href="mailto:jkhewett@julnet.com">jkhewett@julnet.com</a>
Phone	(304)523-9700

### MINT History Information

Meeting Date / Location / Bureau	6/20/2012 [Wednesday] - 6/27/2012 - Portland OR UNITED STATES		
Attendance / Peak Rooms	[ Registered: 250 Total: 250 ] - [ Reserved: 200 Picked Up: 213 ]		
Hotel Information	HQ Hotel: Hilton Portland & Executive To HQ Peak Rooms: 213 Hotels Used: 1 Total Room Nights: 879 Housing: ASSOCIATION		
Facilities Information	Largest Attendance: 250 Simultaneous Rooms: 0 F&B Functions: Largest Meal Attendance:		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: / Move In/Out Days: / Number of Exhibits: [ 8x10 - ] [ 10x10 - ] [ Table Top - ] [ Other - ]		
Room Flows	6/20/2012 - Wednesday	Reserved Rooms: 2 [1%]	Actual Rooms: 46 [22%]
	6/21/2012 - Thursday	Reserved Rooms: 25 [13%]	Actual Rooms: 136 [64%]
	6/22/2012 - Friday	Reserved Rooms: 150 [75%]	Actual Rooms: 208 [98%]
	6/23/2012 - Saturday	Reserved Rooms: 200 [100%]	Actual Rooms: 213 [100%]
	6/24/2012 - Sunday	Reserved Rooms: 200 [100%]	Actual Rooms: 193 [91%]
	6/25/2012 - Monday	Reserved Rooms: 200 [100%]	Actual Rooms: 66 [31%]
	6/26/2012 - Tuesday	Reserved Rooms: 25 [13%]	Actual Rooms: 17 [8%]

### History Information-Data Not Reported

Meeting Date / Location / Bureau	<a href="#">6/21/2011 [Tuesday]</a> - <a href="#">6/28/2011</a> - St. Petersburg FL UNITED STATES ST PETER
Attendance / Peak Rooms	[ Registered: 250 Total: 0 ] - [ Reserved: 250 Picked Up: 0 ]

**History Information-Data Not Reported**

Hotel Information	HQ Hotel: Hilton - St. Petersburg Bayfront HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 0 Housing: NONE
Facilities Information	Largest Attendance: 0 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [ 8x10 - 0 ] [ 10x10 - 0 ] [ Table Top - 0 ] [ Other - 0 ]

**MINT History Information**

Meeting Date / Location / Bureau	7/6/2010 [Tuesday] - 7/13/2010 - NEW ORLEANS LA UNITED STATES		
Attendance / Peak Rooms	[ Registered: 210 Total: 210 ] - [ Reserved: 250 Picked Up: 160 ]		
Hotel Information	HQ Hotel: INTER-CONTINENTAL HQ Peak Rooms: 160 Hotels Used: 1 Total Room Nights: 655 Housing: NONE		
Facilities Information	Largest Attendance: 210 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [ 8x10 - 0 ] [ 10x10 - 0 ] [ Table Top - 0 ] [ Other - 0 ]		
Room Flows	7/6/2010 - Tuesday	Reserved Rooms: 5 [2%]	Actual Rooms: 7 [4%]
	7/7/2010 - Wednesday	Reserved Rooms: 20 [8%]	Actual Rooms: 32 [20%]
	7/8/2010 - Thursday	Reserved Rooms: 100 [40%]	Actual Rooms: 102 [64%]
	7/9/2010 - Friday	Reserved Rooms: 200 [80%]	Actual Rooms: 157 [98%]
	7/10/2010 - Saturday	Reserved Rooms: 250 [100%]	Actual Rooms: 160 [100%]
	7/11/2010 - Sunday	Reserved Rooms: 250 [100%]	Actual Rooms: 146 [91%]
	7/12/2010 - Monday	Reserved Rooms: 250 [100%]	Actual Rooms: 49 [31%]
	7/13/2010 - Tuesday	Reserved Rooms: 25 [10%]	Actual Rooms: 2 [1%]

**History Information-Data Not Reported**

Meeting Date / Location / Bureau	7/31/2008 [] - ? - SALT LAKE UT UNITED STATES
Attendance / Peak Rooms	[ Registered: 300 Total: ] - [ Reserved: 240 Picked Up: ]
Hotel Information	HQ Hotel: HILTON SLC CITY CENTER HQ Peak Rooms: Hotels Used: 1 Total Room Nights: Housing:
Facilities Information	Largest Attendance: Simultaneous Rooms: F&B Functions: Largest Meal Attendance:
Exhibit Information	Start/End Day: /Site: HOTEL Gross/Net Sq Ft: / Move In/Out Days: / Number of Exhibits: [ 8x10 - ] [ 10x10 - ] [ Table Top - ] [ Other - ]
Notes	PLEASE DELETE BOOKING, HISTORY HAS BEEN ENTERED.

**MINT Future Booking Information**

Meeting Date / Location / Bureau	6/12/2020 - Denver CO UNITED STATES DENVER
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## History and Future Meetings from RFP:

### Past Meetings:

2019 – Roanoke VA, Hotel Roanoke  
2018 – Las Vegas, Green Valley Resort  
2017 – University of Vermont, Burlington, VT  
2016 – Holiday Inn, Leiden, The Netherlands  
2015 – San Diego, CA Point Pleasant Resort  
2014 - Nashville, TN – Sheraton Music City  
2013 – St. Andrews Scotland, St. Andrews University (multiple hotels)  
2012 – Portland Oregon, Portland Hilton  
2011 – St. Petersburg, FL, Bayfront Hilton  
2010 – New Orleans, Fairmont Hotel  
2009 – Leiden, The Netherlands, Leiden University Medical Center (multiple hotels)  
2008 – Salt Lake City, Hilton  
2007 – InterContinental Cleveland Ohio  
2006 – Caribe Hilton, San Juan Puerto Rico  
2005 – Omni Hotel, Los Angeles  
2004 – Fairmont Hotel, New Orleans  
2003 – Georgetown Marriott, Washington DC

### Future Meetings:

2020 – Denver City Hilton, Denver CO  
2021 – Cancun, Mexico