

**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.

Form Revised 6/24/14

DATE OF REQUEST	11/15/16		SALES MANAGER	Danielle Zieger	
GROUP	International Business Innovation Association				
EVENT TITLE	2019 International Conference on Business Incubation			LEAD	117185
EVENT DATES	April 25-May 1, or March 28-April 3, 2019 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED	\$24,000	
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	400		TOTAL ROOM NIGHTS	1,600	
<b>HOTEL BLOCK</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	
Hotel Name	Hilton	Park Hotel	AC Hotel	Sheraton	
Peak Room Block Bid	150	100	30	150	

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$724,806
COMPETITION	Midwest	ATTENDANCE	800
DECISION DATE	2/27/17	EXPECTED CONTRACT REVENUE	\$40,649

HISTORY	1	2	3
MONTH & YEAR	April 2016	April 2015	May 2014
CITY	Orlando, FL	Denver, CO	New Orleans, LA
FACILITY	Caribe Royale	Sheraton Denver Downtown Hotel	Sheraton New Orleans Hotel
BLOCK TOTAL	1650	1530	1530
PICK UP TOTAL	1648	1755	1483

COMMENTS	OTHER FUNDING (external & internal)
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TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval   
 DOS Approval Date 11-17-16  
 CEO Approval   
 CEO Approval Date 11-17-16

**INTERNAL USE ONLY:**  
 Committee Meeting \_\_\_\_\_  
 Approval Date & Amount \_\_\_\_\_

## Vanden Brook, Julie

**Subject:** FW: You have received a MINT Post Event Report

**Sent:** Tuesday, November 15, 2016 3:01 PM

**Subject:** You have received a MINT Post Event Report

### Organization Information

Organization	<a href="http://www.inbia.org">The International Business Innovation Association</a>
Market Segment	TRADE, COMMERCIAL OR BUSINESS
Address	P.O. Box 959
City / State / Zip / Country	Athens OH 45701-0959 UNITED STATES
Phone / Fax	403-965-5653
Web Address	<a href="http://www.inbia.org">www.inbia.org</a>

### Meeting Information

Meeting Name / Frequency	<a href="#">ANNUAL NATIONAL CONFERENCE</a> / Annual
Region / State / Province	US NATIONAL / None
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	Saturday Duration: 5 days

### Meeting Planner Information

Name	<a href="#">DINAH ADKINS</a>
Phone	740-593-4331

### MINT History Information

Meeting Date / Location / Bureau	<a href="#">4/25/2015 [Saturday]</a> - <a href="#">4/30/2015</a> - Denver CO UNITED STATES DENVER																												
Attendance / Peak Rooms	[ Registered: 550 Total: 550 ] - [ Reserved: 400 Picked Up: 418 ]																												
Hotel Information	HQ Hotel: SHERATON DENVER DOWNTOWN HQ Peak Rooms: 418 Hotels Used: 1 Total Room Nights: 1755 Housing: NONE																												
Facilities Information	Largest Attendance: 550 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 ]																												
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Meeting Date / Location / Bureau	5/18/2014 [Sunday] - 5/21/2014 - New Orleans LA UNITED STATES NEW ORLS																																
Attendance / Peak Rooms	[ Registered: 1 Total: 1 ] - [ Reserved: 400 Picked Up: 356 ]																																
Hotel Information	HQ Hotel: Sheraton New Orleans HQ Peak Rooms: 356 Hotels Used: 1 Total Room Nights: 1483 Housing: OTHER																																
Facilities Information	Largest Attendance: 1 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0																																
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### MINT History Information

Meeting Date / Location / Bureau	4/9/2011 [Saturday] - 4/13/2011 - San Jose CA UNITED STATES SAN JOSE																	
Attendance / Peak Rooms	[ Registered: 500 Total: 450 ] - [ Reserved: 450 Picked Up: 363 ]																	
Hotel Information	HQ Hotel: Fairmont HQ Peak Rooms: 363 Hotels Used: 1 Total Room Nights: 1419 Housing: NONE																	
Facilities Information	Largest Attendance: 450 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 ]																	
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### MINT History Information

Meeting Date / Location / Bureau	4/19/2009 [SUNDAY] - 4/22/2009 - KANSAS CITY MO UNITED STATES KANS CTY		
Attendance / Peak Rooms	[ Registered: 475 Total: 400 ] - [ Reserved: 475 Picked Up: 346 ]		
Hotel Information	HQ Hotel: WESTIN CROWN CENTER HQ Peak Rooms: 346 Hotels Used: 1 Total Room Nights: 1284 Housing:		
Facilities Information	Largest Attendance: 400 Simultaneous Rooms: 14 F&B Functions: 14 Largest Meal Attendance: 428		
Exhibit Information	Start/End Day: /Site: HOTEL 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

Room Flows	Date	Reserved Rooms: [Count] [Percentage]	Actual Rooms: [Count] [Percentage]
	4/13/2009 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
	4/14/2009 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
	4/15/2009 - Wednesday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
	4/16/2009 - Thursday	Reserved Rooms: 15 [3%]	Actual Rooms: 4 [1%]
	4/17/2009 - Friday	Reserved Rooms: 30 [6%]	Actual Rooms: 66 [19%]
	4/18/2009 - Saturday	Reserved Rooms: 200 [42%]	Actual Rooms: 166 [48%]
	4/19/2009 - Sunday	Reserved Rooms: 425 [89%]	Actual Rooms: 332 [96%]
	4/20/2009 - Monday	Reserved Rooms: 475 [100%]	Actual Rooms: 346 [100%]
	4/21/2009 - Tuesday	Reserved Rooms: 400 [84%]	Actual Rooms: 304 [88%]
	4/22/2009 - Wednesday	Reserved Rooms: 50 [11%]	Actual Rooms: 63 [18%]