

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 4/8/2026 Sales Manager Paige Ryan

Group American Academy of Anesthesiologist Assistants

Event Name AAAA 2028 Annual Convention Lead # 121449

Event Dates 4/19/2028-4/23/2028 Amount Requested \$18,000
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 350 Total Room Nights 1200

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton Monona Terrace	Embassy Suites	BW Premier Park	Madison Concourse
Peak Room Block Bid	150	150	80	75

Lead Status Pending Direct Spending Impact \$1,180,739


Competition Atlanta, Milwaukee Attendance 1200

Decision Date 6/30/2026 Expected Contract Revenue \$65,374

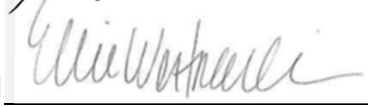
HISTORY	1	2	3
Month & Year	April 2025	April 2024	April 2023
City	Charlotte, NC	Orlando, FL	Dallas, TX
Facility	Westin Charlotte	Orlando World Center Marriott	Hyatt Regency Dallas
Block Total	1020	900	695
Pick Up Total	957		816

Comments This group wants to be in the Midwest for 2028 and it sounds like they are leaning more towards Madison than Milwaukee.

Other Funding DM Grant \$20,000
(external & internal)

VP Approval  Date 4.23.26

Internal Use Only:
Committee Meeting Approval Date & Amount

CEO Approval  Date 4.21.26