

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 1/30/24 Sales Manager Keola Shimooka

Group Association of Cancer Center Administrators

Event Name 2026 Cancer Center Administrators Forum Lead # 120773

Event Dates April 11-15, 2026 Amount Requested \$16,500
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 325 Total Room Nights 1100

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Embassy	Park	Hampton DT
Peak Room Block Bid	150	125	125	30

Lead Status Pending Direct Spending Impact \$442,569

Competition TBD Attendance 450

Decision Date 3/29/24 Expected Contract Revenue \$34,079

HISTORY	1	2	3
Month & Year	March 2024	March 2023	March 2022
City	Philadelphia	Salt Lake City	Cleveland
Facility	Philadelphia Marriott DT	Huntsman Cancer Institute Salt Lake Marriott DT & Hilton Salt Lake City Center	Cleveland Clinic
Block Total	TBD	815 Room Nights	700 RN but 2022 was coming off of 2021 cancellation
Pick Up Total	TBD		

Comments Event is hosted by local cancer center. Room night projection for 2026 is based on natural growth and program expansion Other Funding (external & internal) DM Grant \$9,000

Email form or Print and any attachments to Senior Convention Sales Coordinator – Who will route to VP and CEO for Approval.

VP Approval [Signature] Date 2-2-24

CEO Approval [Signature] Date 2.5.24

Internal Use Only:

Committee Meeting	
Approval Date & Amount	