

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	2011-12-05	SALES MANAGER	Jeff Holcomb
GROUP	International Institute for Sustainable Laboratories		
EVENT TITLE	Labs21 Conference	LEAD	111,272
EVENT DATES	10/13-17/2013 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$12,000
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental

PEAK ROOM NIGHTS (total peak)	250		TOTAL ROOM NIGHTS	900	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Hilton	Inn on the Park			
Peak Room Block Bid	150	100			

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$502,000
COMPETITION	Denver, Pittsburgh, Minneapolis, San Antonio, Gr	ATTENDANCE	700

HISTORY	1	2	3
MONTH & YEAR	2011	2010	2009
CITY	Providence	Albuquerque	Indianapolis
FACILITY	Westin	Hyatt	Marriott
BLOCK TOTAL	1,100	1,200	1,200
PICK UP TOTAL	987	1,027	949

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 2/4/12

GEO Approval _____
 CEO Approval Date 2/4/12

INTERNAL USE ONLY :	
Committee Meeting :	
Approval Date & Amount :	
Scanned :	
Check Request :	
CRM & Tracking Updated :	