destination madison

MT BEA FUND
BOOKING INCENTIVE REQUEST

RSTO 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 8/24/22 Sales Manager Sarah Lemmers

Group Association of Public Health Laboratories

Event Name 2024 Newborn Screening Symposium Lead # 119442

Event Dates October 6-10, 2024 Amount Requested $28,500
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 400 Total Room Nights 1900

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Madison Concourse	AC Hotel	Hyatt DT
Peak Room Block Bid	150	225	40	45

Lead Status Pending Direct Spending Impact $ 852,203

Competition Omaha, Minneapolis/St. Paul, Washington, DC, Baltimore, Boston Attendance 600

Decision Date 12/31/22 Expected Contract Revenue $53,348

HISTORY

	1	2	3
Month & Year	October 2022	April 2019	September 2017
City	Tacoma, WA	Chicago, IL	New Orleans, LA
Facility	Tacoma Convention Cntr	Hilton	Hilton Riverside
Block Total	Expecting 600 attend		
Pick Up Total	Expecting 400 peak	Attend 562	Attend 521

Comments 2020 & 2021 both virtual. See also MINT report.

Other Funding (external & internal) DM Grant $14,500

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

VP Approval _____ Date 9/7/22

CEO Approval _____ Date 9.6.22

Internal Use Only:
Committee Meeting
Approval Date & Amount

22 e. mifflin st., suite 200 madison, wi 53703 608-255-2537 800-373-6376 visitmadison.com

MINT report for Association of Public Health Laboratories Newborn Screening Symposium

From: admin@mintplus.org <admin@mintplus.org>
Sent: Wednesday, August 24, 2022 9:23 AM

Organization Information

Organization	Association of Public Health Laboratories
Market Segment	HEALTH & MEDICAL / E70 /
Address	8515 Georgia Ave.
City / State / Zip / Country	Silver Spring MD 20910 UNITED STATES
Phone / Fax	240-485-2745 240-485-2700
Web Address	aphl.org

Meeting Information

Meeting Name / Frequency	Newborn Screening & Genetic Testing Symposium / Annual
Region / State / Province	US NATIONAL / CA
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	Saturday Duration: 6 days

Meeting Planner Information

Name	Terry Reamer
Title	Meeting Planner
Email	terry.reamer@aphl.org
Phone	240-485-2776

MINT History Information

Meeting Date / Location	4/7/2019 [Sunday] - 4/10/2019 - Chicago None DataTeam
Attendance / Peak Rooms	[Registered: 0 Total: 562] - [Reserved: 0 Picked Up: 0]
Hotel Information	HQ Hotel: Hilton HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 0 Housing:
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	9/10/2017 [Sunday] - 9/13/2017 - New Orleans, LA None DataTeam
Attendance / Peak Rooms	[Registered: 0 Total: 521] - [Reserved: 0 Picked Up: 0]
Hotel Information	HQ Hotel: Hilton Riverside HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 0
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 /	2/29/2016 [Monday] - 3/3/2016 - St. Louis, MO None DataTeam
Attendance / Peak Rooms	[Registered: 0 Total: 450] - [Reserved: 0 Picked Up: 0]

Hotel Information	HQ Hotel: St. Louis Union Station Hotel 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:
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	10/26/2014 [Sunday] - 10/29/2014 - Anaheim CA ANAHEIM
Attendance / Peak Rooms	[Registered: 500 Total: 500] - [Reserved: 305 Picked Up: 309]
Hotel Information	HQ Hotel: Hyatt Regency, Orange County HQ Peak Rooms: 309 Hotels Used: 1 Total Room Nights: 1342 Housing: NONE
Facilities Information	Largest Attendance: 500 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 500
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]
Notes	

Room Flows

10/22/2014 - Wed	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
10/23/2014 - Thu	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]
10/24/2014 - Friday	Reserved Rooms: 35 [11%]	Actual Rooms: 9 [3%]
10/25/2014 - Sat	Reserved Rooms: 55 [18%]	Actual Rooms: 90 [29%]
10/26/2014 - Sun	Reserved Rooms: 305 [100%]	Actual Rooms: 274 [89%]
10/27/2014 - Mon	Reserved Rooms: 305 [100%]	Actual Rms: 309 [100%]
10/28/2014 - Tue	Reserved Rooms: 305 [100%]	Actual Rms: 309 [100%]
10/29/2014 - Wed	Reserved Rooms: 265 [87%]	Actual Rooms: 281 [91%]
10/30/2014 - Thu	Reserved Rooms: 81 [27%]	Actual Rooms: 58 [19%]
10/31/2014 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 7 [2%]
11/1/2014 - Sat	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
11/2/2014 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]

MINT Future Booking Information

Meeting Date / Location / Bureau 10/15/2023 - Sacramento CA UNITED STATES DataTeam

MINT Future Booking Information

Meeting Date / Location / Bureau 10/16/2022 - Tacoma WA UNITED STATES SEATTLE