

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 4/28/22

Sales Manager Anne Yost

Group American Geophysical Union

Event Name 2026 AbSciCon

Lead # No lead yet

Event Dates May 16-22, 2026

Verify this does not conflict with major annual events.

Amount Requested \$34,275

Fund Use Facility Rental

Peak Room Nights (total peak) 450

Total Room Nights 2285

**HOTEL BLOCK**

|                     | 1      | 2         | 3    | 4  |
|---------------------|--------|-----------|------|----|
| Hotel Name          | Hilton | Concourse | Park | AC |
| Peak Room Block Bid | 175    | 250       | 100  | 55 |

Lead Status Pending

Direct Spending Impact \$880,000

Competition West Coast and Central Midwest

Attendance 600

Decision Date 6/30/22

Expected Contract Revenue \$85,000

**HISTORY**

|               | 1                       | 2                      | 3 |
|---------------|-------------------------|------------------------|---|
| Month & Year  | May 2022                | June 2019              |   |
| City          | Atlanta, GA / & virtual | Seattle, WA            |   |
| Facility      | Hilton Atlanta Downtown | Hyatt Regency Bellevue |   |
| Block Total   | Expect 1,000 attendees  | 2475                   |   |
| Pick Up Total |                         | 2315                   |   |

Comments

Other Funding  
(external & internal)

DM Grant

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

4/30/22

Internal Use Only:

Committee  
Meeting  
Approval Date  
& Amount

CEO Approval

Date

4/29/22