

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	2012-01-31	SALES MANAGER	Ann Shea
GROUP	American Society for Virology		
EVENT TITLE	36th Annual Meeting	LEAD	111,018
EVENT DATES	Thurs., 6/22- Wed., 6/28, 2017 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$24,000
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental

PEAK ROOM NIGHTS (total peak)	955		TOTAL ROOM NIGHTS	4,705	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Hilton	BW Inn on the Park	Concourse	Overflow Hotel/UW Housing	
Peak Room Block Bid	100	125	100	630	

GROUP STATUS	Definite (without contract)	DIRECT SPENDING IMPACT	\$1,706,800
COMPETITION	Madison has been selected to host	ATTENDANCE	1,700

HISTORY	1	2	3
MONTH & YEAR	July 2011	July 2010	June 2006
CITY	Minneapolis, MN	Bozeman, MT	Madison, WI
FACILITY	University of Minnesota	Montana State University	Monona Terrace
BLOCK TOTAL	see attached	see attached	4284
PICK UP TOTAL			3975

COMMENTS	Base Room Rental for contract: \$71,652	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 [Signature]
 DOS Approval Date 2/4/12

CEO Approval [Signature]
 CEO Approval Date 2/4/12

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