

MT BEA FUND BOOKING INCENTIVE REQUEST

TO QUALIFY FOR ASSISTANCE, THE EVENT MUST MEET THE FOLLOWING REQUIREMENTS:

This	event med	ets Monona	Terrace's	definition	of a co	nvention
∠ √ 11115	event mee	ts wording	i renace s	aemmon	or a co	Juvenilon

☑This event has not yet been contracted.

☐ This event has a minimum of 75% programmed events at the Monona Terrace. ☐ This event

- ⊠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
- $\ \ \, \boxtimes$ This event has a minimum out of town attendance of 400.

Date of Request_	11/18/25	Sales Manager Sarah Lemmers										
Group National Correctional Industries Association												
Event Name_	L	Lead #121337										
Event Dates April 8-12, 2028 Verify this does not conflict with major annual e			Amount Requested			\$22,500						
Fund Use Fac	ility Rental											
Peak Room Night	ts (total peak) 375		Total		1,500							
HOTEL BLOCK	1		2	3			4					
	Hotel Name Hilton		Embassy BW Par									
Peak Room Block	Bid 75	18	185		75		75					
Lead Status_	Pending		Direct Spending Impact_			\$613,608						
Competition unknown Attendance 650												
Decision Date_	Exp	Expected Contract Revenue_			\$53,105							
HISTORY			2 Amril/Mary 2024			3						
City	Month & Year April 2025 City St. Louis			April/May 2024 Dallas			April 2023 Bellevue, WA					
Facility	- ,			Dallas Hyatt Regency								
Pick Up Total			1309			1278						
Comments					other Func		Grant \$23,200					
VP Approval	14		Date1	1-19-25	Interna Committ Meeting Approva & Amou	Il Date						
CEO Approval_	Mullapalle		Date 1	1.18.25								

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