

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 2/12/25 Sales Manager Anne Yost

Group Association of Medical Illustrators

Event Name 2026 AMI Annual Conference Lead # 121086

Event Dates July 27-Aug 1, 2026 Amount Requested \$12,600
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 206 Total Room Nights 840

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Embassy	Park	
Peak Room Block Bid	125	206	35	

Lead Status Pending Direct Spending Impact \$445,205


Competition Chicago, Baltimore, Toronto, Atlanta Attendance 450

Decision Date 3/15/25 Expected Contract Revenue \$37,537

HISTORY Future	1	2	3
Month & Year	July 2025	July 2024	July 2023
City	Grand Rapids, MI	Rochester, NY	Henderson, NV
Facility	Amway Grand Plaza	Rochester Conv Center & Hyatt	Hilton Lake Las Vegas
Block Total	800	850	835
Pick Up Total		794	904

Comments _____ Other Funding DM Grant \$13,000
(external & internal)

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 2/12/25

CEO Approval  Date 2.12.25

Internal Use Only:
Committee Meeting Approval Date & Amount
