

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 6/18/2024

Sales Manager Allison Aguilar Bultman

Group Informa Markets

Event Name SupplySide Midwest 2026

Lead # 120945

Event Dates 5/30/26 – 6/4/26

Verify this does not conflict with major annual events.

Amount Requested \$18,000

Fund Use Facility Rental

Peak Room Nights (total peak)

400

Total Room Nights

1200

HOTEL BLOCK

	1	2	3	4
Hotel Name	Embassy Suites	Hilton Monona Terrace	BW Premier Park Hotel	Sheraton Hotel
Peak Room Block Bid	150	125	100	100

Lead Status Pending

Direct Spending Impact \$875,278

Competition N/A

Attendance 3000

Decision Date 9/7/2024

Expected Contract Revenue \$39,376

HISTORY

	1	2	3
Month & Year	NA- new event.		
City			
Facility			
Block Total			
Pick Up Total			

Comments "This event will be an event launch that sits in a portfolio of established SupplySide events."

Other Funding \$17,000 DM Grant
(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

6/21/24

CEO Approval

Date

6.27.24

Internal Use Only:

Committee Meeting
Approval Date & Amount
