

BOOKING INCENTIVE REQUEST

GREATER MADISON CONVENTION & VISITORS BUREAU
615 E. WASHINGTON AVENUE > MADISON, WI > 53703

WWW.VISITMADISON.COM

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.

Form Revised 6/24/14

DATE OF REQUEST	11/12/15	SALES MANAGER	Jeff Holcomb
GROUP	National Society of Black Engineers		
EVENT TITLE	NSBE 2017 Region IV Fall Regional Conference	LEAD	115172
EVENT DATES	Nov. 2-4, 2017 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$3,650
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental

PEAK ROOM NIGHTS (total peak)	160	TOTAL ROOM NIGHTS	330
HOTEL BLOCK	1	2	3
Hotel Name	Hilton	Inn on the Park	
Peak Room Block Bid	110	50	

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$259,094
COMPETITION	Milwaukee and Minneapolis	ATTENDANCE	700
DECISION DATE	12/31/15	EXPECTED CONTRACT REVENUE	\$14,387

HISTORY	1	2	3
MONTH & YEAR	Nov. 2014	Nov. 2013	Nov. 2012
CITY	Cincinnati	Detroit	Chicago
FACILITY	Hilton Netherlands Plaza	Detroit Marriott	Hyatt Regency O'Hare
BLOCK TOTAL	241	213	202
PICK UP TOTAL	548	471	429

COMMENTS	OTHER FUNDING <small>(external & internal)</small>
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TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval Rebecca J. Rany
 DOS Approval Date 11/19/15

CEO Approval [Signature]
 CEO Approval Date 11/20/15

INTERNAL USE ONLY:

Committee Meeting _____
 Approval Date & Amount _____