

MT BEAAC

BOOKING INCENTIVE REQUEST

22 E. MIFFLIN STREET, SUITE 200
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.

DATE OF REQUEST	5/30/19			SALES MANAGER	Jeff Holcomb	
GROUP	Society for the Study of Reproduction					
EVENT TITLE	2021 SSR Annual Meeting			LEAD	114191	
EVENT DATES	July 10-18, 2021 <small>(verify this does not conflict with major, annual events)</small>			AMOUNT REQUESTED	\$36,000	
ASSISTANCE TYPE	Non-Shuttle			FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	525			TOTAL ROOM NIGHTS	2,400	
HOTEL BLOCK	1	2	3	4		
Hotel Name	Hilton	Concourse	Park	Hyatt		
Peak Room Block Bid	150	250	100	50		
GROUP STATUS	Pending			DIRECT SPENDING IMPACT	\$1,248,195	
COMPETITION	Unknown at this time.			ATTENDANCE	1,100	
DECISION DATE	9/30/19			EXPECTED CONTRACT REVENUE	\$72,824	
HISTORY	1	2	3			
MONTH & YEAR	July 2018	July 2017	July 2016			
CITY	New Orleans	Washington D.C.	San Diego			
FACILITY	Hilton New Orleans Riverside	Marriott Wardman Park	Sheraton San Diego Hotel & Marina			
BLOCK TOTAL		2706				
PICK UP TOTAL		2511				
COMMENTS	See also attached MINT report for additional event History.			OTHER FUNDING (external & internal)	DM Grant - \$25,000	

TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval

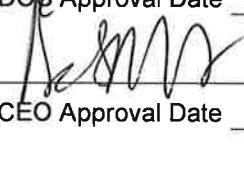

DOS Approval Date 5/30/19

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount

CEO Approval


CEO Approval Date 5/30/19

From: MINT+ Admin <admin@empowermint.com>
Sent: Thursday, May 30, 2019 9:21 AM
To: Vanden Brook, Julie <vandenbrook@visitmadison.com>
Subject: You have received a MINT Post Event Report

MINT Post Event Report

Organization Information

Organization	Society for the Study of Reproduction
Market Segment	SCIENTIFIC, ENGINEERING, TECHNICAL, COMPUTERS
Address	11130 Sunrise Valley Dr.
City / State / Zip / Country	Reston VA 20191-4371 UNITED STATES
Phone / Fax	703-885-3502 703-435-4390
Web Address	ssr.org

Meeting Information

Meeting Name / Frequency	Annual Meeting / Annual
Region / State / Province	NORTH AMERICAN / None
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	Thursday Duration: 0 days

Meeting Planner Information

Name	Gwen Abramson
Title	Executive Assistant & Meeting Planner
Email	ssr2@ssr.org
Phone	608.256.2777

MINT History Information

Meeting Date / Location / Bureau	7/19/2017 [Wednesday] - 7/22/2017 - Washington DC DC UNITED STATES
Attendance / Peak Rooms	[Registered: 1200 Total: 1200] - [Reserved: 600 Picked Up: 559]
Hotel Information	HQ Hotel: Washington Marriott Wardman Pa HQ Peak Rooms: 559 Hotels Used: 1 Total Room Nights: 2511 Housing: NONE
Facilities Information	Largest Attendance: 1200 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]

Room Flows	7/10/2017 - Monday	Reserved Rooms: 31 [5%]	Actual Rooms: 14 [3%]
	7/11/2017 - Tuesday	Reserved Rooms: 75 [13%]	Actual Rooms: 79 [14%]
	7/12/2017 - Wednesday	Reserved Rooms: 300 [50%]	Actual Rooms: 384 [69%]
	7/13/2017 - Thursday	Reserved Rooms: 600 [100%]	Actual Rooms: 559 [100%]
	7/14/2017 - Friday	Reserved Rooms: 600 [100%]	Actual Rooms: 558 [100%]
	7/15/2017 - Saturday	Reserved Rooms: 600 [100%]	Actual Rooms: 536 [96%]
	7/16/2017 - Sunday	Reserved Rooms: 500 [83%]	Actual Rooms: 366 [65%]
	7/17/2017 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 15 [3%]

MINT History Information

Meeting Date / Location / Bureau	6/16/2015 [Tuesday] - 6/23/2015 - SAN JUAN PR PUERTO RICO
Attendance / Peak Rooms	[Registered: 1200 Total: 560] - [Reserved: 600 Picked Up: 560]

MINT History Information

Hotel Information	HQ Hotel: SHERATON PUERTO RICO HOTEL & CASINO HQ Peak Rooms: 560 Hotels Used: 2 Total Room Nights: 2943 Housing: NONE		
Facilities Information	Largest Attendance: 560 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]		
Room Flows	6/13/2015 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 4 [1%]
	6/14/2015 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 10 [2%]
	6/15/2015 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 33 [6%]
	6/16/2015 - Tuesday	Reserved Rooms: 35 [6%]	Actual Rooms: 105 [19%]
	6/17/2015 - Wednesday	Reserved Rooms: 70 [12%]	Actual Rooms: 346 [62%]
	6/18/2015 - Thursday	Reserved Rooms: 600 [100%]	Actual Rooms: 546 [98%]
	6/19/2015 - Friday	Reserved Rooms: 600 [100%]	Actual Rooms: 560 [100%]
	6/20/2015 - Saturday	Reserved Rooms: 600 [100%]	Actual Rooms: 559 [100%]
	6/21/2015 - Sunday	Reserved Rooms: 600 [100%]	Actual Rooms: 518 [93%]
	6/22/2015 - Monday	Reserved Rooms: 26 [4%]	Actual Rooms: 158 [28%]
	6/23/2015 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 63 [11%]
	6/24/2015 - Wednesday	Reserved Rooms: 0 [0%]	Actual Rooms: 26 [5%]
	6/25/2015 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 13 [2%]
	6/26/2015 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [0%]

MINT History Information

Meeting Date / Location / Bureau	7/22/2013 [Monday] - 7/26/2013 - Montreal QC CANADA		
Attendance / Peak Rooms	[Registered: 1200 Total: 1200] - [Reserved: 615 Picked Up: 476]		
Hotel Information	HQ Hotel: Hyatt Regency Montreal HQ Peak Rooms: 174 Hotels Used: 4 Total Room Nights: 2227 Housing: OTHER		
Facilities Information	Largest Attendance: 1318 Simultaneous Rooms: 8 F&B Functions: 1200 Largest Meal Attendance: 600		
Exhibit Information	Start/End Day: Wednesday/Thursday Site: CONVENTION CENTER Gross/Net Sq Ft: 30000/1500 Move In/Out Days: 1 / 1 Number of Exhibits: [8x10 - 0] [10x10 - 15] [Table Top - 0] [Other - 0]		
Room Flows	7/18/2013 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [0%]
	7/19/2013 - Friday	Reserved Rooms: 38 [6%]	Actual Rooms: 17 [4%]
	7/20/2013 - Saturday	Reserved Rooms: 90 [15%]	Actual Rooms: 67 [14%]
	7/21/2013 - Sunday	Reserved Rooms: 615 [100%]	Actual Rooms: 221 [46%]
	7/22/2013 - Monday	Reserved Rooms: 615 [100%]	Actual Rooms: 461 [97%]
	7/23/2013 - Tuesday	Reserved Rooms: 615 [100%]	Actual Rooms: 476 [100%]
	7/24/2013 - Wednesday	Reserved Rooms: 615 [100%]	Actual Rooms: 468 [98%]
	7/25/2013 - Thursday	Reserved Rooms: 32 [5%]	Actual Rooms: 396 [83%]
	7/26/2013 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 82 [17%]
	7/27/2013 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 23 [5%]
	7/28/2013 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 9 [2%]
	7/29/2013 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 4 [1%]
	7/30/2013 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]

MINT History Information

Meeting Date / Location / Bureau	7/30/2011 [Saturday] - 8/5/2011 - Portland OR UNITED STATES																															
Attendance / Peak Rooms	[Registered: 850 Total: 800] - [Reserved: 600 Picked Up: 526]																															
Hotel Information	HQ Hotel: DoubleTree by Hilton Portland HQ Peak Rooms: 392 Hotels Used: 2 Total Room Nights: 2256 Housing: ASSOCIATION																															
Facilities Information	Largest Attendance: 800 Simultaneous Rooms: 0 F&B Functions: Largest Meal Attendance:																															
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