

# MT BEAAC

## BOOKING INCENTIVE REQUEST

### 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 AMOUNT REQUESTED \$36,000

(verify this does not conflict with major, annual events)

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 News 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 [Signature]  
DOS Approval Date 5/30/19  
CEO Approval [Signature]  
CEO Approval Date 5/30/19

### INTERNAL USE ONLY:

Committee Meeting   
Approval Date & Amount

**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/ThursdaySite: 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:		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: / Move In/Out Days: / Number of Exhibits: [ 8x10 - ] [ 10x10 - ] [ Table Top - ] [ Other - ]		
Room Flows	7/28/2011 - Thursday	Reserved Rooms: 0 [0%]	Actual Rooms: 16 [3%]
	7/29/2011 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 48 [9%]
	7/30/2011 - Saturday	Reserved Rooms: 20 [3%]	Actual Rooms: 161 [31%]
	7/31/2011 - Sunday	Reserved Rooms: 450 [75%]	Actual Rooms: 499 [95%]
	8/1/2011 - Monday	Reserved Rooms: 600 [100%]	Actual Rooms: 526 [100%]
	8/2/2011 - Tuesday	Reserved Rooms: 600 [100%]	Actual Rooms: 512 [97%]
	8/3/2011 - Wednesday	Reserved Rooms: 600 [100%]	Actual Rooms: 416 [79%]
	8/4/2011 - Thursday	Reserved Rooms: 30 [5%]	Actual Rooms: 57 [11%]
	8/5/2011 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 17 [3%]
	8/6/2011 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 4 [1%]