

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 08.22.2025

Sales Manager Samantha Brown

Group Embroiderers' Guild of America

Event Name EGA 2028 National Conference

Lead # 121295

Event Dates 08/27/2028 – 09/04/2028

Verify this does not conflict with major annual events.

Amount Requested \$18,400.00

Fund Use Facility Rental

Peak Room Nights (total peak) 247

Total Room Nights 1,227

**HOTEL BLOCK**

	1	2	3	4
Hotel Name	Hilton Madison Monona Terrace	Embassy Suites Madison Downtown		
Peak Room Block Bid	150	185		

Lead Status Pending

Direct Spending Impact \$607,855

Competition

Attendance 325

Decision Date December 5, 2025

Expected Contract Revenue \$44,283.00

**HISTORY**

	1	2	3
Month & Year	August 2024	August 2023	August 2022
City	Atlanta, GA	Boston, MA	New York, NY
Facility	Hilton Atlanta Downtown	Sheraton Boston Hotel	New York Marriott Marquis
Block Total	2,157	2,244	2,147
Pick Up Total	1,687	1,890	1,514

Comments Typically book at conference hotels due to CC pricing

Other Funding \$17,000 DM Grant  
(external & internal)

VP Approval 

Date 9/3/25

Internal Use Only:

Committee

Meeting

Approval Date

& Amount

CEO Approval 

Date 9.3.25