

**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.

Form Revised 6/24/14

|                               |  |   |  |                   |  |                  |  |            |  |
|-------------------------------|--|---|--|-------------------|--|------------------|--|------------|--|
| DATE OF REQUEST               |  | 2016-09-21  |  | SALES MANAGER     |  | Danielle Ziegler |  |            |  |
| GROUP                         |  | General Dynamics Information Technology   |  |                   |  |                  |  |            |  |
| EVENT TITLE                   |  | 2018 National Space & Missile Materials Symposium & CRASTE  |  |                   |  | LEAD             |  | 117148     |  |
| EVENT DATES                   |  | June 24-29 or 10-15, 2018<br><small>(verify this does not conflict with major, annual events)</small> |  | AMOUNT REQUESTED  |  | \$15,600         |  |            |  |
| ASSISTANCE TYPE               |  | Non-Shuttle   |  | FUND USE          |  | Facility Rental  |  |            |  |
| PEAK ROOM NIGHTS (total peak) |  | 230   |  | TOTAL ROOM NIGHTS |  | 1,040            |  |            |  |
| <b>HOTEL BLOCK</b>            |  | 1   |  | 2                 |  | 3                |  | 4          |  |
| Hotel Name                    |  | Hilton  |  | Concourse         |  | Park Hotel       |  | DoubleTree |  |
| Peak Room Block Bid           |  | 150   |  | 50                |  | 25               |  | 25         |  |

|               |  |               |  |                           |  |           |  |
|---------------|--|---------------|--|---------------------------|--|-----------|--|
| GROUP STATUS  |  | Pending       |  | DIRECT SPENDING IMPACT    |  | \$408,256 |  |
| COMPETITION   |  | Nashville, TN |  | ATTENDANCE                |  | 450       |  |
| DECISION DATE |  | 12/31/16      |  | EXPECTED CONTRACT REVENUE |  | \$33,447  |  |

| HISTORY       | 1                  | 2                   | 3             |
|---------------|--------------------|---------------------|---------------|
| MONTH & YEAR  | June 2016          | June 2015           | June 2013     |
| CITY          | Westminster, CO    | Chantilly, VA       | Bellevue, WA  |
| FACILITY      | Westin Westminster | Westfields Marriott | Hyatt Regency |
| BLOCK TOTAL   | 916                | 862                 | 700           |
| PICK UP TOTAL | 911                | 831                 | 861           |

|          |  |                     |
|----------|--|---------------------|
| COMMENTS | OTHER FUNDING<br>(external & internal) | \$8,000 GMCVB Grant |
|----------|--|---------------------|

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

DOS Approval [Signature]  
 DOS Approval Date 11-21-16  
 CEO Approval [Signature]  
 CEO Approval Date 11-21-16

INTERNAL USE ONLY:

Committee Meeting                       
 Approval Date & Amount