

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 6/20/24

Sales Manager Anne Yost

Group American College of Veterinary Pathologists

Event Name 2027 or 2028 Annual Meeting

Lead # No lead yet

Event Dates Sat-Wed, Oct-Nov 2027 or 2028

Verify this does not conflict with major annual events.

Amount Requested \$28,500

Fund Use Facility Rental

Peak Room Nights (total peak)

400

Total Room Nights

1900

**HOTEL BLOCK**

	1	2	3	4
Hotel Name	Hilton	Embassy Suites	Best Western	Hyatt
Peak Room Block Bid	170	185	100	20

Lead Status Pending

Direct Spending Impact Approx. \$950,000

Competition unknown

Attendance 1000

Decision Date 12/31/24

Expected Contract Revenue \$64,305

**HISTORY**

	1	2	3
Month & Year	Nov 2024	Oct 2021	Nov 2018 & Nov 2019
City	Seattle	Seattle	San Antonio
Facility	Hyatt Regency Seattle	Hyatt Regency Seattle	Marriott Rivercenter
Block Total	1960		
Pick Up Total	800 attendance	800 attendance	1000 attendance

Comments

Other Funding \$16,000 DM Grant  
(external & internal)

Email form or Print and give (with any attachments) to Senior Convention Sales Coordinator – Who will route to VP and CEO for Approval.

VP Approval

Date 6/21/24

CEO Approval

Date 6.27.24

Internal Use Only:

Committee Meeting  
Approval Date  
& Amount