

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.

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|-------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------|-------------------|------------------|--------|
| DATE OF REQUEST | 2015-05-28 | | SALES MANAGER | Sara Gamett | |
| GROUP | Association for the Sciences of Limnology and Oceanography (ASLO) | | | | |
| EVENT TITLE | ASLO 2020 Summer Meeting | | | LEAD | 115113 |
| EVENT DATES | 06/06/2020 - 06/12/2020 <small>(verify this does not conflict with major, annual events)</small> | | AMOUNT REQUESTED | \$43,500 | |
| ASSISTANCE TYPE | Non-Shuttle | | FUND USE | Facility Rental | |
| PEAK ROOM NIGHTS (total peak) | 500 | | TOTAL ROOM NIGHTS | 2,900 | |
| HOTEL BLOCK | 1 | 2 | 3 | 4 | |
| Hotel Name | Hilton Madison | The Madison Concourse Hotel | Inn on the Park | Sheraton Madison | |
| Peak Room Block Bid | 100 | 120 | 100 | 100 | |

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|---------------|-------------------|---------------------------|-------------|
| GROUP STATUS | Pending | DIRECT SPENDING IMPACT | \$1,313,134 |
| COMPETITION | None at this time | ATTENDANCE | 900 |
| DECISION DATE | 06/30/2015 | EXPECTED CONTRACT REVENUE | \$83,206 |

| HISTORY | 1 | 2 | 3 |
|---------------|-------------------------------------|-------------------------------|-------------------------|
| MONTH & YEAR | May 2014 | July 2012 | June 2010 |
| CITY | Portland, OR | Lake Biwa, Otsu, Shiga, Japan | Santa Fe, NM |
| FACILITY | DoubleTree Portland (8 hotels used) | Hotel Piazza Biwako | Hilton (17 hotels used) |
| BLOCK TOTAL | 4067 | | 4328 |
| PICK UP TOTAL | 2100 | | 2833 |

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|----------|-----------------------------------|-------------------------------------|----------------------|
| COMMENTS | Amounts same as proposed for 2018 | OTHER FUNDING (external & internal) | GMCVB Internal Grant |
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TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval *Belpuca J Ramo*
 DOS Approval Date 6/25/14
 CEO Approval *[Signature]*
 CEO Approval Date 6/25/14

INTERNAL USE ONLY:

| | |
|------------------------|--|
| Committee Meeting | |
| Approval Date & Amount | |