

BOOKING INCENTIVE REQUEST

GREATER MADISON CONVENTION & VISITORS BUREAU
22 E. MIFFLIN STREET, SUITE 200
MADISON, WI 53703
WWW.VISITMADISON.COM

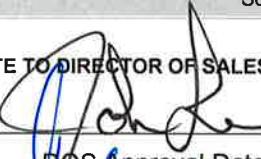
TO QUALIFY FOR ASSISTANCE, THE EVENT MUST MEET THE FOLLOWING REQUIREMENTS :

- 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	2017-09-28	SALES MANAGER	Danielle Ziegler	
GROUP	American Society of Animal Science			
EVENT TITLE	2020 Annual Meeting	LEAD	117460	
EVENT DATES	July 17-23 or July 24-30, 2020 <i>(verify this does not conflict with major, annual events)</i>	AMOUNT REQUESTED	\$40,500	
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	657	TOTAL ROOM NIGHTS	2,700	
HOTEL BLOCK	1	2	3	
Hotel Name	Hilton	Best Western Premier Park	Concourse	
Peak Room Block Bid	150	100	250	
AC				
GROUP STATUS	Pending		DIRECT SPENDING IMPACT	\$936,685
COMPETITION	Dallas/FW, Albuquerque, OK City, SLC, Denver		ATTENDANCE	800
DECISION DATE	12/29/2017		EXPECTED CONTRACT REVENUE	\$61,531
HISTORY	1	2	3	
MONTH & YEAR	July 2017	July 2016	July 2014	
CITY	Baltimore, MD	Salt Lake City, UT	Kansas City, MO	
FACILITY				
BLOCK TOTAL	3842	Managed by ADSA	With ADSA	
PICK UP TOTAL	2702	Managed by ADSA	5765	
COMMENTS	2017 is the first standalone meeting. Past meeting were held with American Dairy Science Association.		OTHER FUNDING (external & internal)	GMCVB - \$10,800
TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.				
DOS Approval			INTERNAL USE ONLY:	
	DOS Approval Date	10/16/17	Committee Meeting	
CEO Approval			Approval Date & Amount	
	CEO Approval Date	11/21/17		