

**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 **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** AMOUNT REQUESTED **\$40,500**  
(verify this does not conflict with major, annual events)

ASSISTANCE TYPE **Non-Shuttle** FUND USE **Facility Rental**

PEAK ROOM NIGHTS (total peak) **657** TOTAL ROOM NIGHTS **2,700**

HOTEL BLOCK	1	2	3	4
Hotel Name	<b>Hilton</b>	<b>Best Western Premier Park</b>	<b>Concourse</b>	<b>The Edgewater AC</b>
Peak Room Block Bid	<b>150</b>	<b>100</b>	<b>250</b>	<b>50</b>

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	<b>July 2017</b>	<b>July 2016</b>	<b>July 2014</b>
CITY	<b>Baltimore, MD</b>	<b>Salt Lake City, UT</b>	<b>Kansas City, MO</b>
FACILITY			
BLOCK TOTAL	<b>3842</b>	<b>Managed by ADSA</b>	<b>With ADSA</b>
PICK UP TOTAL	<b>2702</b>	<b>Managed by ADSA</b>	<b>5765</b>

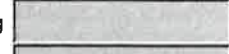
COMMENTS **2017 is the first standalone meeting. Past meeting were held with American Dairy Science Association.** OTHER FUNDING (external & internal) **GMCVB - \$10,800**

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

DOS Approval   
DOS Approval Date **11/16/17**

CEO Approval   
CEO Approval Date **11/21/17**

INTERNAL USE ONLY:

Committee Meeting   
Approval Date & Amount 