

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 11/17/2023

Sales Manager Sydney DeMartino

Group Comparative and International Education Society

Event Name CIES 2026 Annual Conference

Lead # 120786

Event Dates 3/17/26-3/28/26 and 4/21/26-5/02/26
Verify this does not conflict with major annual events.

Amount Requested \$39,000

Fund Use Facility Rental

Peak Room Nights (total peak)

529

Total Room Nights

2600

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton Madison Monona Terrace	Best Western Premier Park Hotel	Madison Concourse Hotel	Hyatt Place Downtown
Peak Room Block Bid	150	100	200	60

Lead Status Pending

Direct Spending Impact \$1,993,750

Competition NA

Attendance 2700

Decision Date 1/01/24

Expected Contract Revenue \$76,186

HISTORY

	1	2	3
Month & Year	March of 2017	March of 2016	March of 2015
City	Atlanta	Vancouver	Washington
Facility	Sheraton Atlanta Hotel	Sheraton Vancouver Wall Centre	Washington Hiton
Block Total	2567	2828	2617
Pick Up Total	2231	2384	1956

Comments

Other Funding DM Grant \$12,000
(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 11-21-2023

Internal Use Only:

Committee Meeting
Approval Date & Amount

CEO Approval

Date 11.20.23