

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 6/30/26

Sales Manager Allison Mead

Group Informa Markets

Event Name 2028 SupplySide Connect Madison

Lead # 121502

Event Dates June 3-8, 2028

Amount Requested \$15,450

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak)

400

Total Room Nights

1,030

HOTEL BLOCK

	1	2	3	4
Hotel Name	<u>Embassy</u>	<u>Hilton</u>	<u>Park</u>	<u>Hyatt</u>
Peak Room Block Bid	<u>185</u>	<u>75</u>	<u>100</u>	<u>50</u>

Lead Status Pending

Direct Spending Impact \$627,882

Competition none

Attendance 1500

Decision Date 8/7/26

Expected Contract Revenue \$54,234

HISTORY

	1	2	3
Month & Year	<u>New event June 2027</u>		
City	<u>Madison</u>		
Facility	<u>Monona Terrace</u>		
Block Total	<u>1013</u>		
Pick Up Total			

Comments This event had been cancelled and rolled to 2029, but now client is interested in 2028 again (in addition to 2029)

Other Funding DM Grant \$17,000
(external & internal)

VP Approval

Date

7-7-26

Internal Use Only:

Committee Meeting
Approval Date & Amount

CEO Approval

Date

7.7.26