

# MT BEAAC

## 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.

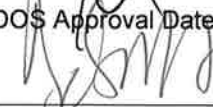
### PLUS ONE OF THE FOLLOWING :

- ☒ This event has a minimum direct spending impact of \$100,000.
- ☒ This event has a minimum out of town attendance of 400.

|                               |  |                                                                                                                                                                             |  |                           |  |                                        |  |            |  |
|-------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------------------|--|----------------------------------------|--|------------|--|
| DATE OF REQUEST               |  | 2019-03-13                                                                                                                                                                  |  | SALES MANAGER             |  | Sarah Lemmers                          |  |            |  |
| GROUP                         |  | Society on Radiopharmaceutical Sciences                                                                                                                                     |  |                           |  |                                        |  |            |  |
| EVENT TITLE                   |  | International Symposium on Radiopharmaceutical Sciences 2023                                                                                                                |  |                           |  | LEAD                                   |  | 118794     |  |
| EVENT DATES                   |  | May 6-11, 2023<br><small>(verify this does not conflict with major, annual events)</small>                                                                                  |  | AMOUNT REQUESTED          |  | \$16,440                               |  |            |  |
| ASSISTANCE TYPE               |  | Non-Shuttle                                                                                                                                                                 |  | FUND USE                  |  | Facility Rental                        |  |            |  |
| PEAK ROOM NIGHTS (total peak) |  | 274                                                                                                                                                                         |  | TOTAL ROOM NIGHTS         |  | 1,370                                  |  |            |  |
| <b>HOTEL BLOCK</b>            |  | 1                                                                                                                                                                           |  | 2                         |  | 3                                      |  | 4          |  |
| Hotel Name                    |  | Hilton                                                                                                                                                                      |  | Concourse                 |  | Park Hotel                             |  | DoubleTree |  |
| Peak Room Block Bid           |  | 180                                                                                                                                                                         |  | 155                       |  | 74                                     |  | 30         |  |
| GROUP STATUS                  |  | Pending                                                                                                                                                                     |  | DIRECT SPENDING IMPACT    |  | <del>\$1,249,260</del> \$136,512       |  |            |  |
| COMPETITION                   |  | Multiple cities                                                                                                                                                             |  | ATTENDANCE                |  | 900                                    |  |            |  |
| DECISION DATE                 |  | 04/30/2020                                                                                                                                                                  |  | EXPECTED CONTRACT REVENUE |  | \$54,100                               |  |            |  |
| <b>HISTORY</b>                |  | 1                                                                                                                                                                           |  | 2                         |  | 3                                      |  |            |  |
| MONTH & YEAR                  |  | May 2017                                                                                                                                                                    |  | May 2015                  |  | May 2013                               |  |            |  |
| CITY                          |  | Dresden, Germany                                                                                                                                                            |  | Columbia, MO              |  | Jeju, Korea                            |  |            |  |
| FACILITY                      |  | International Congress Center Dresden                                                                                                                                       |  | University of Missouri    |  | ICC Jeju                               |  |            |  |
| BLOCK TOTAL                   |  |                                                                                                                                                                             |  |                           |  |                                        |  |            |  |
| PICK UP TOTAL                 |  |                                                                                                                                                                             |  |                           |  |                                        |  |            |  |
| COMMENTS                      |  | Was not able to find pick-up history. Reached out to Columbia CVB, did not hear back. Asked planner said it was her first time working with them and does not have history. |  |                           |  | OTHER FUNDING<br>(external & internal) |  |            |  |

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

DOS Approval  \_\_\_\_\_  
DOS Approval Date 4/24/19

CEO Approval  \_\_\_\_\_  
CEO Approval Date 4/24/19

INTERNAL USE ONLY:

Committee Meeting \_\_\_\_\_  
Approval Date & Amount \_\_\_\_\_