

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	10/16/18	SALES MANAGER	Emily Wendt	
GROUP	American Association for the History of Medicine			
EVENT TITLE	AAHM 2021 Annual Meeting			
EVENT DATES	May 12-16, 2021	AMOUNT REQUESTED	\$9,450	
(verify this does not conflict with major, annual events)				
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	190	TOTAL ROOM NIGHTS	630	
HOTEL BLOCK	1	2	3	
Hotel Name	Hilton	Concourse	Park Hotel	
Peak Room Block Bid	150	190	100	
GROUP STATUS	Pending		DIRECT SPENDING IMPACT	\$193,942
COMPETITION	Chicago		ATTENDANCE	350
DECISION DATE	11/16/18		EXPECTED CONTRACT REVENUE	\$30,197
HISTORY	1	2	3	
MONTH & YEAR	May 2018	May 2017	April 2009	
CITY	Los Angeles, CA	Nashville, TN	Cleveland, OH	
FACILITY	UCLA Meyer & Renee Luskin Conference	Sheraton Grand Nashville Downtown	InterContinental Hotel & CC	
BLOCK TOTAL	HQ hotel and blocked at 2 other hotels		680	
PICK UP TOTAL			717	
COMMENTS	See also attached MINT History Report. Jill Slater with HelmsBriscoe is direct contact. They need zero facility cost to move forward. F&B estimate of \$50,000.		OTHER FUNDING (external & internal)	\$11,000 GMCVB grant
TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.				
DOS Approval			INTERNAL USE ONLY:	
	DOS Approval Date	11/8/18	Committee Meeting	
CEO Approval			Approval Date & Amount	
	CEO Approval Date	11/9/18		

**Sent:** Wednesday, November 7, 2018 10:34 AM  
**MINT Post Event Report**

### Organization Information

Organization	American Association for the History of Medicine
Market Segment	HEALTH & MEDICAL
Address	509 N 12th St
City / State / Zip / Country	Richmond VA 23298 UNITED STATES
Phone / Fax	804-828-9898 804-828-6089
Web Address	histmed.org

### Meeting Information

Meeting Name / Frequency	AAHM Annual Meeting / Annual
Region / State / Province	NORTH AMERICAN / OH
Budget / Schedule Flexibility	Budget: Average Cost Schedule: Moderate
Usual Start Day	Thursday Duration: 4 days

### Meeting Planner Information

Name	
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### History Information-Data Not Reported

Meeting Date / Location / Bureau	4/27/2016 [Wednesday] - 5/1/2016 - MINNEAPOLIS MN UNITED STATES
Attendance / Peak Rooms	[ Registered: 300 Total: 0 ] - [ Reserved: 185 Picked Up: 0 ]
Hotel Information	HQ Hotel: HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 0 Housing: NONE
Facilities Information	Largest Attendance: 0 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [ 8x10 - 0 ] [ 10x10 - 0 ] [ Table Top - 0 ] [ Other - 0 ]

### MINT History Information

Meeting Date / Location / Bureau	4/23/2009 [THURSDAY] - 4/26/2009 - CLEVELAND OH UNITED STATES
Attendance / Peak Rooms	[ Registered: 350 Total: 350 ] - [ Reserved: 235 Picked Up: 234 ]
Hotel Information	HQ Hotel: InterContinental Hotel & CC HQ Peak Rooms: 178 Hotels Used: 3 Total Room Nights: 717
Facilities Information	Largest Attendance: 350 Simultaneous Rooms: 4 F&B Functions: 21 Largest Meal Attendance: 350
Exhibit Information	Start/End Day: FRIDAY/SATURDAY Site: HOTEL Gross/Net Sq Ft: 1440/720 Move In/Out Days: 1 / 1 Number of Exhibits: [ 8x10 - 0 ] [ 10x10 - 0 ] [ Table Top - 13 ] [ Other - 0 ]

Room Flows	4/21/2009 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 8 [3%]
	4/22/2009 - Wednesday	Reserved Rooms: 45 [19%]	Actual Rooms: 59 [25%]
	4/23/2009 - Thursday	Reserved Rooms: 200 [85%]	Actual Rooms: 224 [96%]
	4/24/2009 - Friday	Reserved Rooms: 235 [100%]	Actual Rooms: 234 [100%]
	4/25/2009 - Saturday	Reserved Rooms: 200 [85%]	Actual Rooms: 187 [80%]
	4/26/2009 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 4 [2%]
	4/27/2009 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]

Meeting Date / Location / Bureau	4/5/2005 [TUESDAY] - 4/10/2005 - BIRMINGHAM AL UNITED STATES		
Attendance / Peak Rooms	[ Registered: 300 Total: 300 ] - [ Reserved: 300 Picked Up: 189 ]		
Hotel Information	HQ Hotel: SHERATON BIRMINGHAM HQ Peak Rooms: 189 Hotels Used: 1 Total Room Nights: 621		
Facilities Information	Largest Attendance: 100 Simultaneous Rooms: 6 F&B Functions: 11 Largest Meal Attendance: 300		
Exhibit Information	Start/End Day: THURSDAY/FRIDAYSite: CONVENTION CENTER Gross/Net Sq Ft: 4/2 Move In/Out Days: 1 / 1 Number of Exhibits: [ 8x10 - 0 ] [ 10x10 - 0 ] [ Table Top - 10 ] [ Other - 0 ]		
Room Flows	4/4/2005 - Monday	Reserved Rooms: 20 [7%]	Actual Rooms: 14 [7%]
	4/5/2005 - Tuesday	Reserved Rooms: 75 [25%]	Actual Rooms: 84 [44%]
	4/6/2005 - Wednesday	Reserved Rooms: 200 [67%]	Actual Rooms: 177 [94%]
	4/7/2005 - Thursday	Reserved Rooms: 300 [100%]	Actual Rooms: 189 [100%]
	4/8/2005 - Friday	Reserved Rooms: 250 [83%]	Actual Rooms: 148 [78%]

#### MINT History Information

Meeting Date / Location / Bureau	4/29/2004 [THURSDAY] - 5/2/2004 - MADISON WI UNITED STATES		
Attendance / Peak Rooms	[ Registered: 325 Total: 325 ] - [ Reserved: 250 Picked Up: 194 ]		
Hotel Information	HQ Hotel: Hilton Monona Terrace HQ Peak Rooms: 144 Hotels Used: 2 Total Room Nights: 636		
Facilities Information	Largest Attendance: 325 Simultaneous Rooms: 12 F&B Functions: 0 Largest Meal Attendance: 325		
Exhibit Information	Start/End Day: FRIDAY/SATURDAYSite: CONVENTION CENTER Gross/Net Sq Ft: 0/0 Move In/Out Days: 1 / 1 Number of Exhibits: [ 8x10 - 0 ] [ 10x10 - 0 ] [ Table Top - 32 ] [ Other - 0 ]		
Room Flows	4/28/2004 - Wednesday	Reserved Rooms: 110 [44%]	Actual Rooms: 65 [34%]
	4/29/2004 - Thursday	Reserved Rooms: 250 [100%]	Actual Rooms: 190 [98%]
	4/30/2004 - Friday	Reserved Rooms: 250 [100%]	Actual Rooms: 194 [100%]
	5/1/2004 - Saturday	Reserved Rooms: 250 [100%]	Actual Rooms: 181 [93%]
	5/2/2004 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 6 [3%]