

MADISON

GOING > BEYOND > VISIT™

GREATER MADISON CONVENTION & VISITORS BUREAU

22 E. MIFFLIN STREET, SUITE 200
MADISON, WI 53703

www.visitmadison.com

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 | 10/16/18 | | SALES MANAGER | Emily Wendt | |
| GROUP | American Association for the History of Medicine | | | | |
| EVENT TITLE | AAHM 2021 Annual Meeting | | | LEAD | 118679 |
| EVENT DATES | May 12-16, 2021 <small>(verify this does not conflict with major, annual events)</small> | | AMOUNT REQUESTED | \$9,450 | |
| ASSISTANCE TYPE | Non-Shuttle | | FUND USE | Facility Rental | |
| PEAK ROOM NIGHTS (total peak) | 190 | | TOTAL ROOM NIGHTS | 630 | |
| HOTEL BLOCK | 1 | 2 | 3 | 4 | |
| 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  _____
 DOS Approval Date 11/8/18
 CEO Approval  _____
 CEO Approval Date 11/9/18

INTERNAL USE ONLY:

Committee Meeting _____
 Approval Date & Amount _____

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 | |
|------|--|

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/SATURDAYSite: 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%] |