

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 March 6, 2024

Sales Manager Sarah Lemmers

Group American Society of Health Economists

Event Name 2027 ASHEcon Annual Conference

Lead # 120876

Event Dates June 6-9, 2027 or June 27-30, 2027
Verify this does not conflict with major annual events.

Amount Requested \$17,625

Fund Use Facility Rental

Peak Room Nights (total peak) 350

Total Room Nights 1175

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Embassy	Park	Concourse
Peak Room Block Bid	150	100	50	150

Lead Status Pending

Direct Spending Impact \$636,883

Competition DC, Denver, Baltimore, Seattle

Attendance 1000

Decision Date 7.1.24

Expected Contract Revenue \$55,479

HISTORY

	1	2	3
Month & Year	June 2023	June 2022	June 2019
City	St. Louis	Austin	Washington DC
Facility	St. Louis Union Station	Hilton Austin	Marriott Wardman Park
Block Total			
Pick Up Total	1087	957	926

Comments

Other Funding DM:\$17,625
(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

3-6-24

Internal Use Only:

Committee Meeting
Approval Date
& Amount

CEO Approval

Date

3.8.24