

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	2012-02-01	SALES MANAGER	Ann Shea
GROUP	Midwest Section of the AOAC (Assn. of Analytical Communities)		
EVENT TITLE	2013 Meeting and Exposition	LEAD	112,024
EVENT DATES	June 2013 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$6,000
ASSISTANCE TYPE	Shuttle	FUND USE	Facility Rental

PEAK ROOM NIGHTS (total peak)	200		TOTAL ROOM NIGHTS	600	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Hilton	Overflow			
Peak Room Block Bid	110 (70)	90 (130)			

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$267,000
COMPETITION	Wisconsin Dells	ATTENDANCE	200

HISTORY	1	2	3
MONTH & YEAR	June 2011	2010	2006
CITY	Lincoln, NE	St. Louis, MO	Madison, WI
FACILITY	Holiday Inn Downtown	Crowne Plaza	Concourse Hotel
BLOCK TOTAL			
PICK UP TOTAL			

COMMENTS	OTHER FUNDING (external & internal)
See attache for history.	

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

DOS Approval [Signature]
 DOS Approval Date 2/4/12

CEO Approval [Signature]
 CEO Approval Date 2/4/12

INTERNAL USE ONLY :	
Committee Meeting :	
Approval Date & Amount :	
Scanned :	
Check Request :	
CRM & Tracking Updated :	