

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 7/23/24 Sales Manager Samantha Brown

Group American Association of Bovine Practitioners

Event Name 2026 AABP Recent Graduate Conference Lead # 120845

Event Dates February 11-15, 2026 Amount Requested \$8,400
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 175 Total Room Nights 560

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Embassy		
Peak Room Block Bid	125	175		

Lead Status Pending Direct Spending Impact \$196,174


Competition NA Attendance 300

Decision Date 9/11/24 Expected Contract Revenue \$27,838

HISTORY	1	2	3
Month & Year	January 2023	January 2022	January 2021
City	Knoxville	New Orleans	St. Louis
Facility	Marriott Knoxville	Hilton New Orleans	Hyatt Regency St. Louis
Block Total	416	440	416
Pick Up Total	502	435	244

Comments Other Funding (external & internal) DM Grant \$8,900 + AV buyout \$9,500

VP Approval  Date 9-10-24

CEO Approval  Date 9.10.24

Internal Use Only:
Committee Meeting Approval Date & Amount