

Monona Terrace 2021 Booked Events

Account Name	Lead Name	Status	Event Start		MT Contract		Peak Room	Total Rooms	Sales Manager	Lead Date
			Date	Attend	Revenue	EEl Value				
Gymfinity Children's Activity Center	2021 Dairy Aire Gymnastics Invitational	Cancelled Business	2/26/2021	4,000	\$20,485	\$158,393	25	50	Jamie Patrick	3/13/2020
Wisconsin Department of Tourism	Governor's Conference on Tourism 2021	Confirmed Event	3/14/2021	1,000	\$39,544	\$516,228	447	1,227	Jeff Holcomb	5/30/2014
Mary Kay Inc	Career Conference 2021	Confirmed Event	3/17/2021	1,500	\$21,521	\$368,646	155	195	Jeff Holcomb	11/12/2018
National Association for Campus Activities	2021 Northern Plains Regional Conference	Confirmed Event	4/6/2021	900	\$43,780	\$580,997	265	910	Jeff Holcomb	6/1/2018
Pharmacy Society of Wisconsin	2021 Educational Conference	Confirmed Event	4/13/2021	400	\$14,746	\$132,254	50	80	Sarah Lemmers	10/16/2019
Wisconsin Medical Society	2021 Annual Convention	Cancelled Business	4/15/2021	300	\$12,135	\$125,992	80	180	Sarah Lemmers	10/16/2019
AIA Wisconsin	Annual Convention 2021	Confirmed Event	5/4/2021	2,000	\$29,312	\$347,176	65	105	Jeff Holcomb	5/30/2017
American Association for the History of Medicine	AAHM 2021 Annual Meeting	Cancelled Business	5/12/2021	350	\$18,130	\$225,617	155	570	John Leinen	9/18/2018
Symposium on Research in Child Language Disorders	42nd Annual Conference - 2021	Confirmed Event	6/2/2021	300	\$5,933	\$153,560	120	475	Sarah Lemmers	1/14/2020
National Association of County Veterans Service Officers	NACVSO Training Conference 2021	Confirmed Event	6/3/2021	800	\$50,731	\$1,262,471	425	2,899	Sarah Lemmers	2/28/2018
International Short Break Association	Biennial Conference 2021	Confirmed Event	6/21/2021	400	\$10,485	\$319,335	200	615	Jeff Holcomb	1/2/2018
American Volkssport Association	2021 Biennial Convention	Confirmed Event	6/28/2021	300	\$11,814	\$218,810	160	560	Brandon Holstein	6/18/2018
* Uniform Law Commission	2021 Annual Meeting	Confirmed Event	7/5/2021	500	\$43,215	\$692,472	265	1,785	Sarah Lemmers	9/2/2016
Solution Tree	2021 PLC Institute	Confirmed Event	7/19/2021	1,500	\$45,175	\$766,187	250	740	Jeff Holcomb	8/1/2019
LeMans Corporation	Parts Unlimited & Drag Specialties NVP Product Expo	Confirmed Event	8/17/2021	1,000	\$43,692	\$876,092	375	1,303	Jeff Holcomb	4/25/2017
Wisconsin Housing and Economic Development Authority	WHEDA 2021	Confirmed Event	8/31/2021	1,000	\$25,200	\$269,068	200	515	Sarah Lemmers	4/14/2020
World Triathlon Corporation	IRONMAN Wisconsin 2021	Confirmed Event	9/7/2021	14,800	\$37,716	\$2,515,136	950	4,048	Jamie Patrick	1/8/2018
International Society for Stem Cell Research	ISSCR 2021 International Symposia	Pending	9/12/2021	800	\$31,413	\$468,913	150	510	Sarah Lemmers	8/20/2019
Wisconsin Section American Water Works Association	Annual Meeting & Water Utility Expo 2021	Confirmed Event	9/20/2021	500	\$19,145	\$332,722	94	264	Jeff Holcomb	3/29/2016
Brown Swiss Cattle Breeders' Association	2021 Brown Swiss World Congress	Confirmed Event	9/25/2021	350	\$6,997	\$341,310	150	900	Sarah Lemmers	1/25/2016
Midwest Bisexual Lesbian Gay Transgender Asexual College Conference	2021 Midwest BLGTA College Conference	Confirmed Event	10/6/2021	2,000	\$40,815	\$557,113	440	945	Sarah Lemmers	12/6/2018
Collaborative Family Healthcare Association	2021 CFHA Annual Conference	Pending	10/13/2021	850	\$33,875	\$647,777	310	935	Sarah Lemmers	1/2/2020
Cognitive Development Society	12th Biennial Conference-2021	Confirmed Event	10/20/2021	900	\$30,321	\$609,052	265	945	John Leinen	10/2/2018
Wisconsin Music Educators Association	Wisconsin State Music Conference 2021	Confirmed Event	10/27/2021	3,800	\$37,504	\$832,660	234	481	Jeff Holcomb	2/27/2015
Madison Festivals Inc	2021 Madison Marathon	Pending	11/12/2021	8,000	\$2,593	\$508,507	150	225	Jamie Patrick	6/30/2020
Total				48,250	\$676,277	\$13,826,489				
Less canceled				43,600	\$625,527	\$13,316,487				
** Kidz in Motion, Inc.	2021 National Child Passenger Safety Conference	Confirmed Event	8/9/2021	350		\$423,267	280	1,140	Shimooka	12/28/2018
*** Midwest Bisexual Lesbian Gay Transgender Asexual College Conference	2021 Midwest BLGTA College Conference (MBLGTACC)	Cancelled Business	2/10/2021	2,000	\$42,264	\$473,705	425	910	Katrin Madayag-A	12/6/2018

* Was booked in 2020 and moved to 2021

** Destination Madsion handled guest room block only

*** Moved from Feb to Oct