

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		2015-09-15		SALES MANAGER		Danielle Ziegler									
GROUP								World Association for the Advancement of Veterinary Parasitology (WAAVP)							
EVENT TITLE						2019 WAAVP International Conference		LEAD		115171					
EVENT DATES				July 7-11, 2019 <small>(verify this does not conflict with major, annual events)</small>				AMOUNT REQUESTED				\$22,500			
ASSISTANCE TYPE				Non-Shuttle				FUND USE				Facility Rental			
PEAK ROOM NIGHTS (total peak)				300				TOTAL ROOM NIGHTS				1,500			
HOTEL BLOCK															
		1		2		3		4							
Hotel Name		Hilton		Concourse		Best Western IoP		DoubleTree							
Peak Room Block Bid		150		200		100		50							

GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$700,643	
COMPETITION		Hawaii		ATTENDANCE		700	
DECISION DATE		10/30/2015		EXPECTED CONTRACT REVENUE		\$47,089	

HISTORY	1	2	3
MONTH & YEAR	August 2015	August 2013	August 2011 2009
CITY	Liverpool, UK	Perth, Australia	Calgary, Buenos Aires, Argentina, Alberta, Canada
FACILITY	ACC Liverpool & variety of hotels		this was last time in North America
BLOCK TOTAL			
PICK UP TOTAL	contacted CVB, no response	No info. available	peak 350 2000 Total

COMMENTS		This event is biennial and a local DVM from Waunakee presented Madison to the Board at this year's conference. Cost is a concern to this group with facility and hotel rates.		OTHER FUNDING (external & internal)		GMCVB Internal - \$7,500	
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TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval Rebecca R. Amy
 DOS Approval Date 11/17/15
 CEO Approval [Signature]
 CEO Approval Date 11/20/15

INTERNAL USE ONLY:
 Committee Meeting _____
 Approval Date & Amount _____