

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 9/11/23

Sales Manager Anne Yost

Group United States Animal Health Association

Event Name 2026 AAVLD/USAHA Annual Meeting

Lead # 120692

Event Dates October 15-21, 2026

Verify this does not conflict with major annual events.

Amount Requested \$57,000

Fund Use Facility Rental

Peak Room Nights (total peak) 750

Total Room Nights 3800

**HOTEL BLOCK**

	1	2	3	4	5
Hotel Name	Hilton	Embassy	Concourse	Park	Hampton, Hyatt, AC
Peak Room Block Bid	150	185	225	100	130

Lead Status Pending

Direct Spending Impact \$2,185,944

Competition Columbus, Indianapolis, Des Moines

Attendance 1300

Decision Date 12/31/23

Expected Contract Revenue \$92,682

**HISTORY**

	1	2	3
Month & Year	October 2022 – Hybrid event	October 2021 – Hybrid event	October 2019
City	Minneapolis, MN	Aurora, CO	Providence, RI
Facility	Hyatt Regency	Gaylord Rockies Hotel	Omni Providence
Block Total	3076	Attendance 1200	4501
Pick Up Total	2439		3407

Comments See attached History from 2026 RFP received from client.

Other Funding DM Grant \$21,000  
(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 9-13-2023

Internal Use Only:

Committee Meeting  
Approval Date  
& Amount


CEO Approval

Date 9.11.23

## History from USAHA RFP



### **American Association of Veterinary Laboratory Diagnosticians and the United States Animal Health Association**

#### **Annual Meeting GENERAL RFP As of 2023**

##### History and Contracted Meetings:

2028 Gaylord Opryland Resort and Convention Center – Nashville, TN  
2027 OPEN  
2026 OPEN  
2025 Gaylord Rockies Resort and Convention Center – Aurora, CO  
2024 Gaylord Opryland Resort and Convention Center – Nashville, TN  
2023 Gaylord National Resort and Convention Center – National Harbor, MD  
2022 Hyatt Regency Minneapolis – Minneapolis, MN  
2021 Gaylord Rockies Resort and Convention Center – Aurora, CO  
2020 Virtual (Contracted for Gaylord Opryland Resort and Convention Center – Nashville, TN)  
2019 Rhode Island Convention Center – Providence, RI  
2018 Sheraton Crown Center – Kansas City, MO  
2017 Town and Country Convention Center – San Diego, CA  
2016 Sheraton Greensboro, NC  
2015 Rhode Island Convention Center – Providence, RI  
2014 Sheraton Crown Center – Kansas City, MO  
2013 Town and Country Convention Center – San Diego, CA

Attendees: Approximately 1200-1300 including Exhibitors and Staff

##### Room Block – Typical Pick-up

Monday	5
Tuesday	5
Wednesday	200
Thursday	425
Friday	625
Saturday	750
Sunday	750
Monday	525
Tuesday	425
Wednesday	130
Total Room Nights:	3840