

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 08/27/24 Sales Manager Keola Shimooka

Group BioForward Wisconsin

Event Name Wisconsin Biohealth Summit 2025 Lead # 120987

Event Dates Oct 13-14, 2025 Amount Requested \$15,000  
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 400 Total Room Nights 1000

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton Madison Monona Terrace	Embassy Suites Madison Downtown	BW Park Hotel	Hyatt Place Madison Downtown
Peak Room Block Bid	150	150	75	25

Lead Status Pending Direct Spending Impact \$958,416


Competition NA Attendance 1,000

Decision Date 09/30/25 Expected Contract Revenue \$32,250

HISTORY	1	2	3
Month & Year	Oct 2024	Group has been holding	
City	Madison	this event at the	
Facility	Monona Terrace	Overture Center	
Block Total	300		
Pick Up Total			

Comments Client is projecting the event will double in size for the 2025 summit. Other Funding (external & internal) \$5,300 DM Grant

VP Approval  Date 9-10-24

CEO Approval  Date 9.10.24

Internal Use Only:  
Committee Meeting Approval Date & Amount 

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