

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.

Form Revised 6/24/14

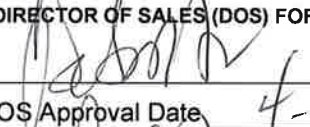
DATE OF REQUEST	3/21/17		SALES MANAGER	Jeff Holcomb	
GROUP	American Embryo Transfer Association				
EVENT TITLE	2020 AETA & CETA/ACTE Joint Annual Convention			LEAD	117281
EVENT DATES	October 6-10, 13-17, or 20-24, 2020 (verify this does not conflict with major, annual events)		AMOUNT REQUESTED	\$9,000	
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	212		TOTAL ROOM NIGHTS	600	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Hilton	Park Hotel			
Peak Room Block Bid	150	100			

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$305,668
COMPETITION	Austin	ATTENDANCE	450
DECISION DATE	9/29/17	EXPECTED CONTRACT REVENUE	\$20,739

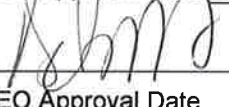
HISTORY	1	2	3
MONTH & YEAR	Sept/Oct 2016	October 2015	
CITY	St. Louis, MO	Niagara Falls, NY	
FACILITY	DoubleTree	Sheraton	
BLOCK TOTAL	600	700	
PICK UP TOTAL	649	710	

COMMENTS	see also attached MINT post-event report.	OTHER FUNDING (external & internal)	\$5,000 GMCVB Grant
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TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

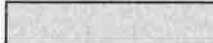
DOS Approval 

DOS Approval Date 4-21-17

CEO Approval 

CEO Approval Date 4-21-17

INTERNAL USE ONLY:

Committee Meeting 

Approval Date & Amount 

MINT Post-Event Report -- American Embryo Transfer Association, Joint Annual Convention

From: Christine Shimasaki [mailto:admin@empowermint.com]
Sent: Thursday, April 20, 2017 11:10 AM
To: Vanden Brook, Julie
Subject: You have received a MINT Post Event Report

Organization Information

Organization	American Embryo Transfer Association
Market Segment	HEALTH & MEDICAL
Address	1800 S. Oak St.
City / State / Zip / Country	Champaign IL 61820-6974 UNITED STATES
Phone / Fax	217-398-2217 217-398-4119
Web Address	aeta.org

Meeting Information

Meeting Name / Frequency	JOINT AETA & CETA ANNUAL CONFERENCE / Annual
Region / State / Province	US NATIONAL / None
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	Wednesday Duration: 2 days

Meeting Planner Info

Name	Lauren Grossman
Title	Affiliate Services Coordinator
Phone	(512) 231-7400

MINT History Information

Meeting Date / Location / Bureau	10/8/2013 [Tuesday] - 10/13/2013 - RENO NV UNITED STATES		
Attendance / Peak Rooms	[Registered: 550 Total: 550] - [Reserved: 275 Picked Up: 288]		
Hotel Information	HQ Hotel: GRAND SIERRA RESORT HQ Peak Rooms: 288 Hotels Used: 1 Total Room Nights: 1006		
Facilities Information	Largest Attendance: 450 Simultaneous Rooms: 5 F&B Functions: 6 Largest Meal Attendance: 550		
Exhibit Information	Start/End Day: /Site: HOTEL Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]		
Room Flows	10/6/2013 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 3 [1%]
	10/7/2013 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 7 [2%]
	10/8/2013 - Tuesday	Reserved Rooms: 40 [14%]	Actual Rooms: 48 [17%]
	10/9/2013 - Wednesday	Reserved Rooms: 150 [54%]	Actual Rooms: 144 [50%]
	10/10/2013 - Thursday	Reserved Rooms: 278 [100%]	Actual Rooms: 288 [100%]
	10/11/2013 - Friday	Reserved Rooms: 275 [99%]	Actual Rooms: 287 [100%]
	10/12/2013 - Saturday	Reserved Rooms: 175 [63%]	Actual Rooms: 222 [77%]
	10/13/2013 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 6 [2%]
	10/14/2013 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]

MINT History Information

Meeting Date / Location / Bureau	8/24/2011 [Wednesday] - 8/27/2011 - SAN ANTONIO TX UNITED STATES
Attendance / Peak Rooms	[Registered: 350 Total: 350] - [Reserved: 275 Picked Up: 250]

MINT History Information

Hotel Information	HQ Hotel: MARRIOTT RIVERTER HQ Peak Rooms: 250 Hotels Used: 1 Total Room Nights: 808		
Facilities Information	Largest Attendance: 350 Simultaneous Rooms: 3 F&B Functions: 0 Largest Meal Attendance: 350		
Exhibit Information	Start/End Day: Friday/Saturday Site: HOTEL Gross/Net Sq Ft: 8000/4000 Move In/Out Days: 1 / 1 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]		
Room Flows	8/23/2011 - Tuesday	Reserved Rooms: 30 [11%]	Actual Rooms: 35 [14%]
	8/24/2011 - Wednesday	Reserved Rooms: 150 [55%]	Actual Rooms: 125 [50%]
	8/25/2011 - Thursday	Reserved Rooms: 275 [100%]	Actual Rooms: 250 [100%]
	8/26/2011 - Friday	Reserved Rooms: 275 [100%]	Actual Rooms: 242 [97%]
	8/27/2011 - Saturday	Reserved Rooms: 175 [64%]	Actual Rooms: 156 [62%]

MINT History Information

Meeting Date / Location / Bureau	10/21/2010 [Thursday] - 10/23/2010 - Charlotte NC UNITED STATES		
Attendance / Peak Rooms	[Registered: 400 Total: 325] - [Reserved: 225 Picked Up: 178]		
Hotel Information	HQ Hotel: Embassy Suites Concord HQ Peak Rooms: 178 Hotels Used: 1 Total Room Nights: 578		
Facilities Information	Largest Attendance: 225 Simultaneous Rooms: 2 F&B Functions: 0 Largest Meal Attendance: 0		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]		
Room Flows	10/17/2010 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]
	10/18/2010 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]
	10/19/2010 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 20 [11%]
	10/20/2010 - Wednesday	Reserved Rooms: 40 [18%]	Actual Rooms: 112 [63%]
	10/21/2010 - Thursday	Reserved Rooms: 135 [60%]	Actual Rooms: 173 [97%]
	10/22/2010 - Friday	Reserved Rooms: 225 [100%]	Actual Rooms: 178 [100%]
	10/23/2010 - Saturday	Reserved Rooms: 225 [100%]	Actual Rooms: 91 [51%]

MINT History Information

Meeting Date / Location / Bureau	10/12/2008 [SUNDAY] - 10/19/2008 - KANSAS CITY MO UNITED STATES		
Attendance / Peak Rooms	[Registered: 400 Total: 384] - [Reserved: 225 Picked Up: 216]		
Hotel Information	HQ Hotel: WESTIN-CC HQ Peak Rooms: 216 Hotels Used: 1 Total Room Nights: 672 Housing: OTHER		
Facilities Information	Largest Attendance: 384 Simultaneous Rooms: 3 F&B Functions: 8 Largest Meal Attendance: 0		
Exhibit Information	Start/End Day: /Site: HOTEL Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]		
Room Flows	10/12/2008 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
	10/13/2008 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]
	10/14/2008 - Tuesday	Reserved Rooms: 40 [18%]	Actual Rooms: 22 [10%]
	10/15/2008 - Wednesday	Reserved Rooms: 135 [60%]	Actual Rooms: 100 [46%]
	10/16/2008 - Thursday	Reserved Rooms: 225 [100%]	Actual Rooms: 211 [98%]
	10/17/2008 - Friday	Reserved Rooms: 225 [100%]	Actual Rooms: 216 [100%]
	10/18/2008 - Saturday	Reserved Rooms: 170 [76%]	Actual Rooms: 120 [56%]