MADISON
GOING > BEYOND > VISIT

MT BEAAC

BOOKING INCENTIVE REQUEST

GREATER MADISON CONVENTION & VISITORS BUREAU
22 E. MIFFLIN STREET, SUITE 200
MADISON, WI 53703
WWW.VISITMADISON.COM

TO QUALIFY FOR ASSISTANCE, THE EVENT MUST MEET THE FOLLOWING REQUIREMENTS :

- [X] This event meets Monona Terrace's definition of a convention.
- [X] This event has not yet been contracted.
- [X] This event has a minimum of 75 % programmed events at the Monona Terrace.
- [X] This event uses a minimum of two hotels within the Madison Room Tax District.
- [X] This event has an overflow hotel with a minimum room block of 50.

PLUS ONE OF THE FOLLOWING :

- [X] This event has a minimum direct spending impact of $100,000.
- [X] This event has a minimum out of town attendance of 400.

Form Revised 6/24/14

DATE OF REQUEST	4/23/18	SALES MANAGER	Jeff Holcomb
GROUP	Access Intelligence		
EVENT TITLE	Ecommerce Operations Summit 2020	LEAD	118501
EVENT DATES	April 12-16, 2020	AMOUNT REQUESTED	$18,000
	(verify this does not conflict with major, annual events)		
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental
PEAK ROOM NIGHTS (total peak)	450	TOTAL ROOM NIGHTS	1,200

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Park Hotel	Concourse	Hyatt
Peak Room Block Bid	175	100	135	50

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	$553,796
COMPETITION	Louisville, Indianapolis, Raleigh	ATTENDANCE	1,000
DECISION DATE	9/30/18	EXPECTED CONTRACT REVENUE	$34,164

HISTORY	1	2	3
MONTH & YEAR	March 2017	April 2016	April 2015
CITY	Pittsburgh, PA	Cincinnati, OH	Louisville, KY
FACILITY	David L. Lawrence Convention Center	Duke Energy Convention Center	HQ Hotel: Louisville Marriott Downtown
BLOCK TOTAL	800 attendees	895 attendees	
PICK UP TOTAL	1082 total room nights		994 total room nights

COMMENTS	See also attached MINT history.	OTHER FUNDING (external & internal)	GMCVB Grant - $6,000

TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval _____

DOS Approval Date 4/26/18

CEO Approval _____

CEO Approval Date 4/26/18

INTERNAL USE ONLY:

Committee Meeting

Approval Date & Amount

MINT Post-Event Report -- Access Intelligence, Ecommerce Operations Summit

From: Christine Shimasaki <admin@empowermint.com>
Sent: Monday, April 23, 2018 9:48 AM
To: Vanden Brook, Julie <vandenbrook@visitmadison.com>
Subject: You have received a MINT Post Event Report

MINT Post Event Report

Organization Information

Organization	Access Intelligence
Market Segment	TRADE, COMMERCIAL OR BUSINESS
Address	9211 Corporate Blvd.
City / State / Zip / Country	Rockville MD 20850 UNITED STATES
Phone / Fax	301-354-2000
Web Address	www.accessintel.com

Meeting Information

Meeting Name / Frequency	Operations Summit / Annual
Region / State / Province	US NATIONAL / KY
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	Tuesday Duration: 3 days

Meeting Planner Information

Name	Jesse Klopman
Title	Coordinator, Conference Operations
Email	JKlopman@accessintel.com
Phone	301-354-2000

MINT History Information

Meeting Date / Location / Bureau	3/27/2017 [Monday] - 3/29/2017 - PITTSBURGH PA UNITED STATES
Attendance / Peak Rooms	[Registered: 800 Total: 525] - [Reserved: 455 Picked Up: 444]
Hotel Information	HQ Hotel: WESTIN CONVENTION CENTER HOTEL HQ Peak Rooms: 408 Hotels Used: 3 Total Room Nights: 1082 Housing: NONE
Facilities Information	Largest Attendance: 525 Simultaneous Rooms: 13 F&B Functions: 14 Largest Meal Attendance: 450
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0; Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 101] [10x10 - 0] [Table Top - 0] [Other - 5]
Room Flows	

3/25/2017 - Saturday	Reserved Rooms: 5 [1%]	Actual Rooms: 8 [2%]
3/26/2017 - Sunday	Reserved Rooms: 190 [42%]	Actual Rooms: 125 [28%]
3/27/2017 - Monday	Reserved Rooms: 455 [100%]	Actual Rooms: 444 [100%]
3/28/2017 - Tuesday	Reserved Rooms: 455 [100%]	Actual Rooms: 435 [98%]
3/29/2017 - Wednesday	Reserved Rooms: 130 [29%]	Actual Rooms: 70 [16%]

MINT History Information

Meeting Date / Location / Bureau	4/14/2015 [Tuesday] - 4/15/2015 - Louisville KY UNITED STATES
Attendance / Peak Rooms	[Registered: 500 Total: 500] - [Reserved: 390 Picked Up: 400]

MINT History Information

Hotel Information	HQ Hotel: Louisville Marriott Downtown HQ Peak Rooms: 360 Hotels Used: 3 Total Room Nights: 994 Housing: NONE
Facilities Information	Largest Attendance: 500 Simultaneous Rooms: 6 F&B Functions: Largest Meal Attendance: 0
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 25000/0 Move In/Out Days: 1 / 2 Number of Exhibits: [8x10 - 75] [10x10 -] [Table Top - 0] [Other -]

Room Flows

4/13/2015 - Monday	Reserved Rooms: 110 [28%]	Actual Rooms: 125 [31%]
4/14/2015 - Tuesday	Reserved Rooms: 390 [100%]	Actual Rooms: 400 [100%]
4/15/2015 - Wednesday	Reserved Rooms: 390 [100%]	Actual Rooms: 395 [99%]
4/16/2015 - Thursday	Reserved Rooms: 110 [28%]	Actual Rooms: 74 [19%]