

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.

Form Revised 6/24/14

DATE OF REQUEST	7/6/17	SALES MANAGER	Danielle Ziegler
GROUP	International Society for Cellular Therapy		
EVENT TITLE	ISCT Regional Conference 2019	LEAD	117370
EVENT DATES	September 12-16, 2019 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$10,140
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental
PEAK ROOM NIGHTS (total peak)	246	TOTAL ROOM NIGHTS	676
HOTEL BLOCK	1	2	3
Hotel Name	Hilton	Concourse	Park Hotel
Peak Room Block Bid	150	100	90

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$280,273
COMPETITION	Client would not release	ATTENDANCE	750
DECISION DATE	12/29/17	EXPECTED CONTRACT REVENUE	\$38,593

HISTORY	1	2	3
MONTH & YEAR	2016	2015	2013
CITY	Memphis, TN	Seville, Spain	Philadelphia, PA
FACILITY	Peabody Memphis Hotel	Barcelo Renacimiento	Hyatt at Penn's Landing
BLOCK TOTAL	see attached MINT report		
PICK UP TOTAL	290 peak rooms		

COMMENTS	OTHER FUNDING (external & internal)
<i>No new game scheduled on these dates.</i>	no

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

DOS Approval _____

DOS Approval Date _____

CEO Approval _____

CEO Approval Date 7/6/17

INTERNAL USE ONLY:

Committee Meeting _____

Approval Date & Amount _____

MINT Report for ISCT Regional North American Meeting

From: Christine Shimasaki [mailto:admin@empowermint.com]
Sent: Thursday, July 06, 2017 10:03 AM
To: Vanden Brook, Julie
Subject: You have received a MINT Post Event Report

MINT Post Event Report

Organization Information

Organization	International Society for Cellular Therapy
Market Segment	HEALTH & MEDICAL
Address	570 West Seventh Ave.
City / State / Zip / Country	Vancouver BC V5Z 1B3 CANADA
Phone / Fax	604-874-4366 604-874-4378
Web Address	celltherapysociety.org

Meeting Information

Meeting Name / Frequency	Regional North American Meeting / Varies
Region / State / Province	NONE /
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	None Duration: 1 days

Meeting Planner Information

Name	Kim Shand
Title	
Email	kim.shand@malachite-mgmt.com
Phone	(604) 874-4004

History Information-Data Not Reported

Meeting Date / Location / Bureau	9/27/2016 [Tuesday] - 10/1/2016 - Memphis TN UNITED STATES MEMPHIS
Attendance / Peak Rooms	[Registered: 600 Total: 0] - [Reserved: 340 Picked Up: 0]
Hotel Information	HQ Hotel: The Peabody Memphis Hotel HQ Peak Rooms: 290 Hotels Used: 2 Total Room Nights: 5 Housing: NONE
Facilities Information	Largest Attendance: 0 Simultaneous Rooms: 0 F&B Functions: Largest Meal Attendance:
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: / Move In/Out Days: / Number of Exhibits: [8x10 -] [10x10 -] [Table Top -] [Other -]
Notes	
Room Flows	□