

BOOKING INCENTIVE REQUEST

GREATER MADISON CONVENTION & VISITORS BUREAU
615 E. WASHINGTON AVENUE > MADISON, WI > 53703

WWW.VISITMADISON.COM

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		2013-09-09		SALES MANAGER		Ann Shea	
GROUP							
Society for Psychophysiological Research							
EVENT TITLE						LEAD	
2016 Annual Meeting						113148	
EVENT DATES				AMOUNT REQUESTED			
October 16-23, 2016 <small>(verify this does not conflict with major, annual events)</small>				0			
ASSISTANCE TYPE				FUND USE			
Non-Shuttle				Facility Rental			
PEAK ROOM NIGHTS (total peak)		225		TOTAL ROOM NIGHTS		925	
HOTEL BLOCK							
		1		2		3	
Hotel Name		Hilton (proposed HQ)		Overflow (TBD)			
Peak Room Block Bid		150		75			

GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$705,449	
COMPETITION				ATTENDANCE			
Minneapolis, San Antonio, Nashville, Miami				800			
DECISION DATE				EXPECTED CONTRACT REVENUE			
12/31/2013				0			

HISTORY		1	2	3
MONTH & YEAR	see attached			
CITY				
FACILITY				
BLOCK TOTAL				
PICK UP TOTAL				

COMMENTS		OTHER FUNDING (external & internal)	

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

DOS Approval *Rebecca Ramsey*
 DOS Approval Date 9/9/13

CEO Approval *[Signature]*
 CEO Approval Date 9/9/13

INTERNAL USE ONLY :	
Committee Meeting :	
Approval Date & Amount :	
Scanned :	
Check Request :	
CRM & Tracking Updated :	

Sales: Profile Recap

Date Generated: 09/09/2013
Date Filter: 09/01/2012 to 09/01/2013

Annual Meeting / 102258

Account: Society for Psychophysiological Research
Contact: Brooke Miller
Profile Type: Prospective
Type: Convention w/ Tradeshow
EEI Type: 2011 Conventions w TrdShws/Exhibits EEI
Source Code: Sales Manager Inquiry
Market Segment: Medical/Research
Attendees: 800
Total Rooms: 925
Peak Night Rooms: 225
Preferred Month(s): September, October
Meeting Pattern: Wednesday to Saturday

Leads

Meeting Name	Meeting Dates	Create Date	Status/Changed	Total Attendees	Peak Room Nights
2016 Annual Meeting	10/16/2016 - 10/23/2016	06/19/2013	Pending 06/19/2013	800	225

Past Meetings

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City: Florence, Italy
Meeting Start: 10/02/2013
Meeting End: 10/06/2013
Attendance:
Total Rooms: 0
HQ Name: Firenze Fiera Congress & Exhibition Center

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City: New Orleans
Meeting Start: 2012
Meeting End:
Attendance:
Total Rooms: 0
HQ Name: Hilton Roosevelt

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City: BOSTON, MA
Meeting Start: 09/14/2011
Meeting End: 09/18/2011
Attendance: 650
Total Rooms: 765
HQ Name: Westin Boston Waterfront (\$203 dbl)

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City: Portland, OR
Meeting Start: 09/29/2010
Meeting End: 10/03/2010
Attendance: 300
Total Rooms: 910
HQ Name: Marriott Downtown Waterfront

City: CHICAGO, IL Meeting Start: 10/30/2003 Meeting End: 11/01/2003 Attendance: 500 Total Rooms: 631 HQ Name: HYATT REGENCY	City: Austin, Texas Meeting Start: 10/01/2008 Meeting End: 10/05/2008 Attendance: Total Rooms: 818 HQ Name: Hilton Downtown	City: Berlin, Germany Meeting Start: 2009 Meeting End: Attendance: Total Rooms: 0 HQ Name: Berliner Congress Center
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Future Meetings

City: Atlanta, GA Meeting Start: 09/10/2014 Meeting End: 09/14/2014 Attendance: Total Rooms: 0 HQ Name: Marriott Marquis	City: Seattle, WA Meeting Start: 09/30/2015 Meeting End: 10/04/2015 Attendance: Total Rooms: 0 HQ Name: Westin
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Notes

Title	Notes	Last Updated
MINT PER		03/30/2010 by Katrin Madayag-Ard