

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 9/10/24 Sales Manager Allison Aguilar Bultman

Group Informa Markets

Event Name SupplySide Midwest 2028 Lead # 120947

Event Dates April 29-May 4, 2028 Amount Requested \$18,000
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 400 Total Room Nights 1200

HOTEL BLOCK	1	2	3	4
Hotel Name	Embassy	Hilton	Park	Sheraton
Peak Room Block Bid	150	125	100	100

Lead Status Pending Direct Spending Impact \$970,672

Competition n/a Attendance 3000

Decision Date 9/30/24 Expected Contract Revenue \$68,969

HISTORY	1	2	3
Month & Year	NA – new event		
City			
Facility			
Block Total			
Pick Up Total			

Comments "This event will be an event launch that sits in a portfolio of established SupplySide events." May book for 2026, 2027 & 2028

Other Funding DM Grant \$17,000
(external & internal)

VP Approval  Date 9-10-24

Internal Use Only:

Committee Meeting Approval Date & Amount	
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CEO Approval  Date 9.10.24