

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	2013-04-08	SALES MANAGER	Ann Shea
GROUP	International Herpesvirus Conference		
EVENT TITLE	International Herpesvirus Workshop	LEAD	111,110
EVENT DATES	July 2016 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$20,775
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental

PEAK ROOM NIGHTS (total peak)	250	TOTAL ROOM NIGHTS	1,385
HOTEL BLOCK	1	2	3
Hotel Name	Concourse Hotel	Overflow (TBD)	
Peak Room Block Bid	200	50	

GROUP STATUS	Pending	DIRECT SPENDING IMPACT	\$0,000,000 \$502,000
COMPETITION	UW/Seattle, Cornell/Ithaca, OSU/Corvallis, OR	ATTENDANCE	550

HISTORY	1	2	3
MONTH & YEAR	July 2009	July 2010	August 2012
CITY	Ithaca, NY	Salt Lake City, UT	Calgary, CN
FACILITY	Cornell University, Holiday Inn	Univ. of Utah, Marriott	Hyatt Regency
BLOCK TOTAL	1160	1500	1550
PICK UP TOTAL	915	1168	2123

COMMENTS	OTHER FUNDING (external & internal)
----------	--

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

DOS Approval Rebecca J Ramsey
 DOS Approval Date 4/8/13

CEO Approval [Signature]
 CEO Approval Date 4/8/13

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

**International Herpesvirus Workshop
Hotel Pickup Pace Report History**

	Total Weekly Pickup			
	2013 Grand Rapids	2012 Calgary	2010 Salt Lake City	2009 Ithaca
Contracted Block	2160 (responsible for 1728 with 80% attrition)	2370	2313	2652
Actual Hotel Rooms		2123	1168	1031
Actual Dorm Rooms		n/a (hotel)	1434	1572
Hotel & Rate:	Amway Delegate: \$139 Scholar: \$118	Hyatt: \$180 Delta Bow: \$140	Marriott: \$99 University Guest House: \$89	Hilton: \$140 Holiday Inn: \$129
Dorm & Rate:			Heritage Commons Single: \$33 Double: \$25	Hans Bethe House Single: \$60 Double: 49

empowerMINT 2.0 - Your Exclusive Meeting Information Network!

Query Builder

This report has been emailed to: SHEA@VISITMADISON.COM

Tip: To print this report, use your browser's File > Print mechanism

Organization Information	
Organization	International Herpesvirus Workshop
Market Segment	HEALTH & MEDICAL
Address	c/o Conference Solutions
City / State / Zip / Country	Portland OR 97219 UNITED STATES
Phone / Fax	503-244-4294 x.205
Web Address	www.herpesvirusworkshop.com/
Meeting Information	
Meeting Name / Frequency	International Herpesvirus Workshop / Annual
Region / State / Province	STATE / None
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	Friday Duration: 8 days
Meeting Planner Information	
Name	Kate Porter
Email	kate@conferencesolutionsinc.com
Phone	(503) 680-0542
History Information	
Meeting Date / Location / Bureau	7/24/2009 [Friday] - 8/1/2009 - Ithaca NY UNITED STATES ITHACA
Attendance / Peak Rooms	[Registered: 450 Total: 400] - [Reserved: 200 Picked Up: 166]
Hotel Information	HQ Hotel: Holiday Inn HQ Peak Rooms: 110 Hotels Used: 3 Total Room Nights: 915 Housing: MANAGEMENT COMPANY
Facilities Information	Largest Attendance: 300 Simultaneous Rooms: 3 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]
Notes	
Room Flows	7/25/2009 - Saturday Reserved Rooms: 160 [80%] Actual Rooms: 153 [92%] 7/26/2009 - Sunday Reserved Rooms: 200 [100%] Actual Rooms: 166 [100%] 7/27/2009 - Monday Reserved Rooms: 200 [100%] Actual Rooms: 166 [100%] 7/28/2009 - Tuesday Reserved Rooms: 200 [100%] Actual Rooms: 160 [96%] 7/29/2009 - Wednesday Reserved Rooms: 200 [100%] Actual Rooms: 154 [93%] 7/30/2009 - Thursday Reserved Rooms: 200 [100%] Actual Rooms: 116 [70%]
Future Booking Information	
Meeting Date / Location / Bureau	7/19/2013 - GRAND RAPIDS MI UNITED STATES GRAN RAP
Future Booking Information	
Meeting Date / Location / Bureau	8/2/2012 - CALGARY AB CANADA CALGARY

Help us improve MINT!

Enter your feedback, questions, or bug reports below. In addition, please submit notice on any "duplicate" information found in the system.

Submit