

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 09.11.2023 Sales Manager Samantha Brown

Group Society of Government Meeting Planners

Event Name 2025 National Education Conference Lead # 120730

Event Dates May 31 – June 6, 2025 OR May 10-15, 2025 Amount Requested \$15,750  
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 350 Total Room Nights 1,050

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton Madison Monona Terrace	Embassy Suites	The Madison Concourse Hotel	Best Western Premier Park Hotel
Peak Room Block Bid	80	185	50	40

Lead Status Pending Direct Spending Impact \$367,448


Competition  Attendance 400

Decision Date 12.01.2023 Expected Contract Revenue \$39,694.00

HISTORY	1	2	3
Month & Year	June 2023	June 2022	September 2021
City	Bloomington, MN	Pittsburgh, PA	Huntsville, AL
Facility	Radisson Blu Mall of America	Wyndham Grand Pittsburgh DT	Embassy Suites Hotel & Spa
Block Total	1,050	1,000	375
Pick Up Total		950	309

Comments  Other Funding (external & internal) \$16,500 - DM

Email form or Print and give (with any attachments) to Senior Convention Sales Coordinator – Who will route to VP and CEO for Approval.

VP Approval  Date 9-13-23

CEO Approval  Date 9.11.23

Internal Use Only:

Committee Meeting	
Approval Date & Amount	