

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 <u>9/2/2025</u>	Sales Manager <u>Allison Mead</u>
Group <u>American Association of Teachers of German</u>	
Event Name <u>2027 AATG Conference</u>	Lead # <u>121137</u>
Event Dates <u>Sept 24 – Sept 26, 2027</u> <small>Verify this does not conflict with major annual events.</small>	Amount Requested <u>\$7,500</u>

Fund Use Facility Rental


Peak Room Nights (total peak)	<u>200</u>	Total Room Nights	<u>500</u>
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HOTEL BLOCK	1	2	3	4
Hotel Name	Embassy	Hilton		
Peak Room Block Bid	125	75		

Lead Status <u>Pending</u>	Direct Spending Impact <u>\$462,170</u>
Competition <u>N/A</u>	Attendance <u>450</u>
Decision Date <u>12/21/2025</u>	Expected Contract Revenue <u>\$20,434.00</u>

HISTORY	1	2	3
Month & Year	NA – new event		

Comments <u>This is a brand-new conference and the first time AATG will host an event specifically for German teachers. Traditionally, this gathering has been part of their annual Language conference of 3,000+ attendees. Given current funding challenges in education, the group is seeking support to help offset costs so they can use their organizational funds to assist professors and educators who may need financial support to attend the conference in Madison.</u>	Other Funding (external & internal)	<u>NA</u>
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VP Approval <u></u>	Date <u>9/3/25</u>	Internal Use Only: Committee Meeting <table border="1" style="width: 100%; height: 20px;"></table> Approval Date & Amount <table border="1" style="width: 100%; height: 20px;"></table>
CEO Approval <u></u>	Date <u>9.3.25</u>	