



MONONA TERRACE COMMUNITY AND CONVENTION CENTER

ONE JOHN NOLEN DRIVE MADISON, WI 53703 TEL 608 261-4000 FAX 608 261-4049

BOOKING PACE AS OF 7/31/14

| DEFINITE | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | Total | Δ Last Month |
|-----------------------|------------|------------|------------|-----------|----------|----------|------------|--------------|
| Convention | 31 | 28 | 27 | 14 | 6 | 3 | 78 | 1 |
| Conference | 35 | 26 | 23 | 1 | 1 | 0 | 51 | 4 |
| Banquet | 215 | 201 | 54 | 0 | 0 | 0 | 255 | 17 |
| Meeting | 168 | 167 | 35 | 0 | 0 | 0 | 202 | 18 |
| Consumer Show | 22 | 21 | 6 | 2 | 0 | 0 | 29 | 2 |
| Entertainment Event | 143 | 141 | 19 | 0 | 0 | 0 | 160 | 31 |
| DEFINITE TOTAL | 614 | 584 | 164 | 17 | 7 | 3 | 775 | 73 |
| % Δ Last Year | | -5% | | | | | | |

| PENDING | 2014 | 2015 | 2016 | 2017 | 2018 | Total |
|----------------------|----------|-----------|----------|----------|----------|-----------|
| Convention | 0 | 1 | 1 | 0 | 1 | 3 |
| Conference | 0 | 3 | 0 | 0 | 1 | 4 |
| Banquet | 2 | 6 | 0 | 0 | 0 | 8 |
| Meeting | 3 | 1 | 0 | 0 | 0 | 4 |
| Consumer Show | 0 | 1 | 0 | 0 | 0 | 1 |
| Entertainment Event | 0 | 2 | 0 | 0 | 0 | 2 |
| PENDING TOTAL | 5 | 14 | 1 | 0 | 2 | 22 |

| TENTATIVE | 2014 | 2015 | 2016 | 2017 | 2018 | Total |
|------------------------|----------|-----------|-----------|-----------|-----------|------------|
| Convention | 0 | 1 | 17 | 17 | 17 | 52 |
| Conference | 0 | 6 | 15 | 2 | 1 | 24 |
| Banquet | 2 | 35 | 9 | 1 | 0 | 47 |
| Meeting | 5 | 8 | 5 | 0 | 0 | 18 |
| Consumer Show | 0 | 11 | 5 | 5 | 4 | 25 |
| Entertainment Event | 1 | 4 | 1 | 1 | 1 | 8 |
| TENTATIVE TOTAL | 8 | 65 | 52 | 26 | 23 | 174 |