

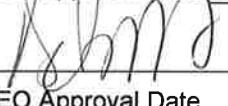
TO QUALIFY FOR ASSISTANCE, THE EVENT MUST MEET THE FOLLOWING REQUIREMENTS :

- 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.

Form Revised 6/24/14

DATE OF REQUEST	3/21/17	SALES MANAGER	Jeff Holcomb																									
GROUP	American Embryo Transfer Association																											
EVENT TITLE	2020 AETA & CETA/ACTE Joint Annual Convention		LEAD	117281																								
EVENT DATES	October 6-10, 13-17, or 20-24, 2020 <small>(verify this does not conflict with major, annual events)</small>		AMOUNT REQUESTED	\$9,000																								
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental																								
PEAK ROOM NIGHTS (total peak)	212	TOTAL ROOM NIGHTS	600																									
<table border="1"> <thead> <tr> <th>HOTEL BLOCK</th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> </tr> </thead> <tbody> <tr> <td>Hotel Name</td> <td>Hilton</td> <td>Park Hotel</td> <td></td> <td></td> </tr> <tr> <td>Peak Room Block Bid</td> <td>150</td> <td>100</td> <td></td> <td></td> </tr> </tbody> </table>					HOTEL BLOCK	1	2	3	4	Hotel Name	Hilton	Park Hotel			Peak Room Block Bid	150	100											
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Hotel Name	Hilton	Park Hotel																										
Peak Room Block Bid	150	100																										
GROUP STATUS	Pending		DIRECT SPENDING IMPACT	\$305,668																								
COMPETITION	Austin		ATTENDANCE	450																								
DECISION DATE	9/29/17		EXPECTED CONTRACT REVENUE	\$20,739																								
<table border="1"> <thead> <tr> <th>HISTORY</th> <th>1</th> <th>2</th> <th>3</th> </tr> </thead> <tbody> <tr> <td>MONTH & YEAR</td> <td>Sept/Oct 2016</td> <td>October 2015</td> <td></td> </tr> <tr> <td>CITY</td> <td>St. Louis, MO</td> <td>Niagara Falls, NY</td> <td></td> </tr> <tr> <td>FACILITY</td> <td>DoubleTree</td> <td>Sheraton</td> <td></td> </tr> <tr> <td>BLOCK TOTAL</td> <td>600</td> <td>700</td> <td></td> </tr> <tr> <td>PICK UP TOTAL</td> <td>649</td> <td>710</td> <td></td> </tr> </tbody> </table>					HISTORY	1	2	3	MONTH & YEAR	Sept/Oct 2016	October 2015		CITY	St. Louis, MO	Niagara Falls, NY		FACILITY	DoubleTree	Sheraton		BLOCK TOTAL	600	700		PICK UP TOTAL	649	710	
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BLOCK TOTAL	600	700																										
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COMMENTS	see also attached MINT post-event report.		OTHER FUNDING (external & internal)	\$5,000 GMCVB Grant																								
TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.																												
DOS Approval			INTERNAL USE ONLY:																									
			Committee Meeting																									
CEO Approval			Approval Date & Amount																									

MINT Post-Event Report -- American Embryo Transfer Association, Joint Annual Convention

From: Christine Shimasaki [mailto:admin@empowermint.com]
Sent: Thursday, April 20, 2017 11:10 AM
To: Vanden Brook, Julie
Subject: You have received a MINT Post Event Report

Organization Information

Organization	American Embryo Transfer Association
Market Segment	HEALTH & MEDICAL
Address	1800 S. Oak St.
City / State / Zip / Country	Champaign IL 61820-6974 UNITED STATES
Phone / Fax	217-398-2217 217-398-4119
Web Address	aeta.org

Meeting Information

Meeting Name / Frequency	JOINT AETA & CETA ANNUAL CONFERENCE / Annual
Region / State / Province	US NATIONAL / None
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	Wednesday Duration: 2 days

Meeting Planner Info

Name	Lauren Grossman
Title	Affiliate Services Coordinator
Phone	(512) 231-7400

MINT History Information

Meeting Date / Location / Bureau	10/8/2013 [Tuesday] - 10/13/2013 - RENO NV UNITED STATES		
Attendance / Peak Rooms	[Registered: 550 Total: 550] - [Reserved: 275 Picked Up: 288]		
Hotel Information	HQ Hotel: GRAND SIERRA RESORT HQ Peak Rooms: 288 Hotels Used: 1 Total Room Nights: 1006		
Facilities Information	Largest Attendance: 450 Simultaneous Rooms: 5 F&B Functions: 6 Largest Meal Attendance: 550		
Exhibit Information	Start/End Day: /Site: HOTEL Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]		
Room Flows	10/6/2013 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 3 [1%]
	10/7/2013 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 7 [2%]
	10/8/2013 - Tuesday	Reserved Rooms: 40 [14%]	Actual Rooms: 48 [17%]
	10/9/2013 - Wednesday	Reserved Rooms: 150 [54%]	Actual Rooms: 144 [50%]
	10/10/2013 - Thursday	Reserved Rooms: 278 [100%]	Actual Rooms: 288 [100%]
	10/11/2013 - Friday	Reserved Rooms: 275 [99%]	Actual Rooms: 287 [100%]
	10/12/2013 - Saturday	Reserved Rooms: 175 [63%]	Actual Rooms: 222 [77%]
	10/13/2013 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 6 [2%]
	10/14/2013 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]

MINT History Information

Meeting Date / Location / Bureau	8/24/2011 [Wednesday] - 8/27/2011 - SAN ANTONIO TX UNITED STATES		
Attendance / Peak Rooms	[Registered: 350 Total: 350] - [Reserved: 275 Picked Up: 250]		

MINT History Information

Hotel Information	HQ Hotel: MARRIOTT RIVERTER HQ Peak Rooms: 250 Hotels Used: 1 Total Room Nights: 808		
Facilities Information	Largest Attendance: 350 Simultaneous Rooms: 3 F&B Functions: 0 Largest Meal Attendance: 350		
Exhibit Information	Start/End Day: Friday/Saturday Site: HOTEL Gross/Net Sq Ft: 8000/4000 Move In/Out Days: 1 / 1 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]		
Room Flows	8/23/2011 - Tuesday	Reserved Rooms: 30 [11%]	Actual Rooms: 35 [14%]
	8/24/2011 - Wednesday	Reserved Rooms: 150 [55%]	Actual Rooms: 125 [50%]
	8/25/2011 - Thursday	Reserved Rooms: 275 [100%]	Actual Rooms: 250 [100%]
	8/26/2011 - Friday	Reserved Rooms: 275 [100%]	Actual Rooms: 242 [97%]
	8/27/2011 - Saturday	Reserved Rooms: 175 [64%]	Actual Rooms: 156 [62%]

MINT History Information

Meeting Date / Location / Bureau	10/21/2010 [Thursday] - 10/23/2010 - Charlotte NC UNITED STATES		
Attendance / Peak Rooms	[Registered: 400 Total: 325] - [Reserved: 225 Picked Up: 178]		
Hotel Information	HQ Hotel: Embassy Suites Concord HQ Peak Rooms: 178 Hotels Used: 1 Total Room Nights: 578		
Facilities Information	Largest Attendance: 225 Simultaneous Rooms: 2 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]		
Room Flows	10/17/2010 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]
	10/18/2010 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]
	10/19/2010 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 20 [11%]
	10/20/2010 - Wednesday	Reserved Rooms: 40 [18%]	Actual Rooms: 112 [63%]
	10/21/2010 - Thursday	Reserved Rooms: 135 [60%]	Actual Rooms: 173 [97%]
	10/22/2010 - Friday	Reserved Rooms: 225 [100%]	Actual Rooms: 178 [100%]
	10/23/2010 - Saturday	Reserved Rooms: 225 [100%]	Actual Rooms: 91 [51%]

MINT History Information

Meeting Date / Location / Bureau	10/12/2008 [SUNDAY] - 10/19/2008 - KANSAS CITY MO UNITED STATES		
Attendance / Peak Rooms	[Registered: 400 Total: 384] - [Reserved: 225 Picked Up: 216]		
Hotel Information	HQ Hotel: WESTIN-CC HQ Peak Rooms: 216 Hotels Used: 1 Total Room Nights: 672 Housing: OTHER		
Facilities Information	Largest Attendance: 384 Simultaneous Rooms: 3 F&B Functions: 8 Largest Meal Attendance: 0		
Exhibit Information	Start/End Day: /Site: HOTEL Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]		
Room Flows	10/12/2008 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
	10/13/2008 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]
	10/14/2008 - Tuesday	Reserved Rooms: 40 [18%]	Actual Rooms: 22 [10%]
	10/15/2008 - Wednesday	Reserved Rooms: 135 [60%]	Actual Rooms: 100 [46%]
	10/16/2008 - Thursday	Reserved Rooms: 225 [100%]	Actual Rooms: 211 [98%]
	10/17/2008 - Friday	Reserved Rooms: 225 [100%]	Actual Rooms: 216 [100%]
	10/18/2008 - Saturday	Reserved Rooms: 170 [76%]	Actual Rooms: 120 [56%]