

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 11/16/23

Sales Manager Anne Yost

Group American Embryo Transfer Association

Event Name Joint AETA & CETA Annual Conference 2026

Lead # 120739

Event Dates Sept 22-26, 2026

Verify this does not conflict with major annual events.

Amount Requested \$11,700

Fund Use Facility Rental

Peak Room Nights (total peak)

244

Total Room Nights

780

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Embassy	Park	AC
Peak Room Block Bid	150	85	80	75

Lead Status Pending

Direct Spending Impact \$400,599

Competition

Attendance 450

Decision Date 12/11/23

Expected Contract Revenue \$34,208

HISTORY

	1	2	3
Month & Year	2023	2022	2019
City	Orlando, FL	Louisville, KY	Colorado Springs, CO
Facility	Rosen Shingle Creek	Louisville Marriott Downtown	Cheyenne Mountain Resort
Block Total		787	866
Pick Up Total			

Comments

Other Funding DM Grant \$11,000
(external & internal)

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 11-21-2023

Internal Use Only:

Committee Meeting
Approval Date
& Amount

CEO Approval

Date 11.20.23