

BOOKING INCENTIVE REQUEST

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		11/3/16		SALES MANAGER		Jeff Holcomb					
GROUP								American Association of Physics Teachers			
EVENT TITLE						Annual Summer Conference		LEAD		No lead yet	
EVENT DATES				July 23-30, 2020				AMOUNT REQUESTED		\$21,000	
								<i>(verify this does not conflict with major, annual events)</i>			
ASSISTANCE TYPE				Non-Shuttle				FUND USE		Facility Rental	
PEAK ROOM NIGHTS (total peak)				400				TOTAL ROOM NIGHTS		1,400	
HOTEL BLOCK											
		1		2		3		4			
Hotel Name		Hilton		Park Hotel		Concourse					
Peak Room Block Bid		150		150		150					

GROUP STATUS		Pending		DIRECT SPENDING IMPACT		Estimate \$800,000	
COMPETITION		Milwaukee		ATTENDANCE		1,000	
DECISION DATE		12/29/17		EXPECTED CONTRACT REVENUE		Estimate \$35,000	

HISTORY	1	2	3
MONTH & YEAR	July 2016	July 2015	July 2014
CITY	Sacramento	College Park, MD	Minneapolis, MN
FACILITY	Cal State & Sheraton Grand	Univ of Maryland, Marriott, Holiday Inn	Uof MN, Commons Hotel, Marriott Court.
BLOCK TOTAL	2,354		
PICK UP TOTAL	2,132		

COMMENTS		July 2013, Portland, OR, Total Room Nights 1,753. See attached MINT history.		OTHER FUNDING (external & internal)			
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TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval [Signature]

DOS Approval Date 11-16-16

CEO Approval [Signature]

CEO Approval Date 11-16-16

INTERNAL USE ONLY:

Committee Meeting []

Approval Date & Amount []

Vanden Brook, Julie

To: admin@empowermint.com
Subject: RE: You have received a MINT Post Event Report

Subject: You have received a MINT Post Event Report

Organization Information

Organization	American Association of Physics Teachers
Market Segment	SCIENTIFIC, ENGINEERING, TECHNICAL, COMPUTERS
Address	One Physics Ellipse
City / State / Zip / Country	College Park MD 20740-3845 UNITED STATES
Phone / Fax	301-209-3311 301-209-0845
Web Address	aapt.org

Meeting Information

Meeting Name / Frequency	AAPT Summer Meeting / Annual
Region / State / Province	US NATIONAL / None
Budget / Schedule Flexibility	Budget: None Schedule: None
Usual Start Day	Sunday Duration: 7 days

Meeting Planner Information

Name	Tiffany Hayes
Title	Director of Programs and Conferences
Email	thayes@aapt.org
Phone	(301) 209-3302

MINT History Information

Meeting Date / Location / Bureau	7/15/2016 [Friday] - 7/21/2016 - Sacramento CA UNITED STATES SACRATO																									
Attendance / Peak Rooms	[Registered: 400 Total: 500] - [Reserved: 395 Picked Up: 502]																									
Hotel Information	HQ Hotel: Sheraton HQ Peak Rooms: 400 Hotels Used: 4 Total Room Nights: 2132 Housing: NONE																									
Facilities Information	Largest Attendance: 750 Simultaneous Rooms: 10 F&B Functions: 30 Largest Meal Attendance: 530																									
Exhibit Information	Start/End Day: /Site: CONVENTION CENTER Gross/Net Sq Ft: 4400/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 44] [Table Top - 0] [Other - 0]																									
Room Flows	<table border="1"><tr><td>7/12/2016 - Tuesday</td><td>Reserved Rooms: 0 [0%]</td><td>Actual Rooms: 1 [0%]</td></tr><tr><td>7/13/2016 - Wednesday</td><td>Reserved Rooms: 15 [3%]</td><td>Actual Rooms: 5 [1%]</td></tr><tr><td>7/14/2016 - Thursday</td><td>Reserved Rooms: 70 [14%]</td><td>Actual Rooms: 22 [4%]</td></tr><tr><td>7/15/2016 - Friday</td><td>Reserved Rooms: 215 [44%]</td><td>Actual Rooms: 160 [32%]</td></tr><tr><td>7/16/2016 - Saturday</td><td>Reserved Rooms: 347 [71%]</td><td>Actual Rooms: 319 [64%]</td></tr><tr><td>7/17/2016 - Sunday</td><td>Reserved Rooms: 490 [100%]</td><td>Actual Rooms: 379 [75%]</td></tr><tr><td>7/18/2016 - Monday</td><td>Reserved Rooms: 490 [100%]</td><td>Actual Rooms: 502 [100%]</td></tr><tr><td>7/19/2016 - Tuesday</td><td>Reserved Rooms: 439 [90%]</td><td>Actual Rooms: 439 [87%]</td></tr></table>		7/12/2016 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]	7/13/2016 - Wednesday	Reserved Rooms: 15 [3%]	Actual Rooms: 5 [1%]	7/14/2016 - Thursday	Reserved Rooms: 70 [14%]	Actual Rooms: 22 [4%]	7/15/2016 - Friday	Reserved Rooms: 215 [44%]	Actual Rooms: 160 [32%]	7/16/2016 - Saturday	Reserved Rooms: 347 [71%]	Actual Rooms: 319 [64%]	7/17/2016 - Sunday	Reserved Rooms: 490 [100%]	Actual Rooms: 379 [75%]	7/18/2016 - Monday	Reserved Rooms: 490 [100%]	Actual Rooms: 502 [100%]	7/19/2016 - Tuesday	Reserved Rooms: 439 [90%]	Actual Rooms: 439 [87%]
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MINT History Information

	7/20/2016 - Wednesday	Reserved Rooms: 225 [46%]	Actual Rooms: 245 [49%]
	7/21/2016 - Thursday	Reserved Rooms: 63 [13%]	Actual Rooms: 56 [11%]
	7/22/2016 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 3 [1%]
	7/23/2016 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]

History Information-Data Not Reported

Meeting Date / Location / Bureau	7/23/2014 [Wednesday] - 8/1/2014 - MINNEAPOLIS MN UNITED STATES MNPLIS
Attendance / Peak Rooms	[Registered: 1500 Total: 0] - [Reserved: 350 Picked Up: 0]
Hotel Information	HQ Hotel: University Hotel HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 0 Housing: NONE
Facilities Information	Largest Attendance: 0 Simultaneous Rooms: 0 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]

History Information-Data Not Reported

Meeting Date / Location / Bureau	7/22/2014 [Tuesday] - 7/31/2014 - Saint Paul MN UNITED STATES ST PAUL
Attendance / Peak Rooms	[Registered: 1500 Total: 0] - [Reserved: 350 Picked Up: 0]
Hotel Information	HQ Hotel: University Hotel Minneapolis HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 0 Housing: NONE
Facilities Information	Largest Attendance: 0 Simultaneous Rooms: 0 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]

MINT History Information

Meeting Date / Location / Bureau	7/10/2013 [Wednesday] - 7/20/2013 - Portland OR UNITED STATES PRTLDR		
Attendance / Peak Rooms	[Registered: 500 Total: 575] - [Reserved: 360 Picked Up: 368]		
Hotel Information	HQ Hotel: Hilton Portland & Executive To HQ Peak Rooms: 356 Hotels Used: 2 Total Room Nights: 1753 Housing: ASSOCIATION		
Facilities Information	Largest Attendance: 575 Simultaneous Rooms: 0 F&B Functions: Largest Meal Attendance:		
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: / Move In/Out Days: / Number of Exhibits: [8x10 -] [10x10 -] [Table Top -] [Other -]		
Room Flows	7/10/2013 - Wednesday	Reserved Rooms: 16 [4%]	Actual Rooms: 18 [5%]
	7/11/2013 - Thursday	Reserved Rooms: 28 [8%]	Actual Rooms: 35 [10%]
	7/12/2013 - Friday	Reserved Rooms: 70 [19%]	Actual Rooms: 156 [42%]
	7/13/2013 - Saturday	Reserved Rooms: 310 [86%]	Actual Rooms: 265 [72%]
	7/14/2013 - Sunday	Reserved Rooms: 360 [100%]	Actual Rooms: 361 [98%]
	7/15/2013 - Monday	Reserved Rooms: 360 [100%]	Actual Rooms: 368 [100%]
	7/16/2013 - Tuesday	Reserved Rooms: 260 [72%]	Actual Rooms: 322 [88%]
	7/17/2013 - Wednesday	Reserved Rooms: 180 [50%]	Actual Rooms: 175 [48%]
	7/18/2013 - Thursday	Reserved Rooms: 130 [36%]	Actual Rooms: 49 [13%]
	7/19/2013 - Friday	Reserved Rooms: 20 [6%]	Actual Rooms: 4 [1%]