

BOOKING INCENTIVE REQUEST

GREATER MADISON CONVENTION & VISITORS BUREAU
615 E. WASHINGTON AVENUE - MADISON, WI > 53703
WWW.VISITMADISON.COM

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	2011-11-16	SALES MANAGER	Steph Sabo
GROUP	American Culinary Federation		
EVENT TITLE	2014 Regional Conference	LEAD	111,257
EVENT DATES	4/11-15/2014 <small>(verify this does not conflict with major, annual events)</small>	AMOUNT REQUESTED	\$11,850
ASSISTANCE TYPE	Non-Shuttle	FUND USE	Facility Rental

PEAK ROOM NIGHTS (total peak)	215			TOTAL ROOM NIGHTS	790		
HOTEL BLOCK	1	2	3	4			
Hotel Name	Hilton	Inn on the Park					
Peak Room Block Bid	165	50					

GROUP STATUS	New	DIRECT SPENDING IMPACT	\$364,000
COMPETITION	Milwaukee, Joliet	ATTENDANCE	400

HISTORY	1	2	3
MONTH & YEAR	April 2011	April 2010	April 2009
CITY	New Orleans, LA	Indianapolis, IN	Schaumburg, IL
FACILITY	Hilton Riverside Resort	Marriott Downtown	Renaissance Schaumburg Hotel & Convent
BLOCK TOTAL	825	712	808
PICK UP TOTAL	583	719	753

COMMENTS	OTHER FUNDING (external & internal)
	Internal

TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval [Signature]
 DOS Approval Date 11/30/11

CEO Approval [Signature]
 CEO Approval Date 11/30/11

INTERNAL USE ONLY :	
Committee Meeting :	
Approval Date & Amount :	
Scanned :	
Check Request :	
CRM & Tracking Updated :	