

RSTO 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 8/24/22

Sales Manager Sarah Lemmers

Group Association of Public Health Laboratories

Event Name 2024 Newborn Screening Symposium

Lead # 119442

Event Dates October 6-10, 2024

Amount Requested \$28,500

Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak)

400

Total Room Nights

1900

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	Madison Concourse	AC Hotel	Hyatt DT
Peak Room Block Bid	150	225	40	45

Lead Status Pending

Direct Spending Impact \$ 852,203

Competition Omaha, Minneapolis/St. Paul, Washington, DC, Baltimore, Boston

Attendance 600

Decision Date 12/31/22

Expected Contract Revenue \$53,348

HISTORY

	1	2	3
Month & Year	October 2022	April 2019	September 2017
City	Tacoma, WA	Chicago, IL	New Orleans, LA
Facility	Tacoma Convention Cntr	Hilton	Hilton Riverside
Block Total	Expecting 600 attend		
Pick Up Total	Expecting 400 peak	Attend 562	Attend 521

Comments 2020 & 2021 both virtual. See also MINT report.

Other Funding DM Grant \$14,500
(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

9/7/22

Internal Use Only:

Committee Meeting
Approval Date
& Amount

CEO Approval



Date

9.6.22

MINT report for Association of Public Health Laboratories Newborn Screening Symposium

From: admin@mintplus.org <admin@mintplus.org>

Sent: Wednesday, August 24, 2022 9:23 AM

Organization Information

Organization [Association of Public Health Laboratories](#)
Market Segment HEALTH & MEDICAL / E70 /
Address 8515 Georgia Ave.
City / State / Zip / Country Silver Spring MD 20910 UNITED STATES
Phone / Fax 240-485-2745 240-485-2700
Web Address aphi.org

Meeting Information

Meeting Name / Frequency [Newborn Screening & Genetic Testing Symposium](#) / Annual
Region / State / Province US NATIONAL / CA
Budget / Schedule Flexibility Budget: None Schedule: None
Usual Start Day Saturday Duration: 6 days

Meeting Planner Information

Name [Terry Reamer](#)
Title Meeting Planner
Email terry.reamer@aphl.org
Phone 240-485-2776

MINT History Information

Meeting Date / Location [4/7/2019 \[Sunday\] - 4/10/2019](#) - Chicago None DataTeam
Attendance / Peak Rooms [Registered: 0 Total: 562] - [Reserved: 0 Picked Up: 0]
Hotel Information HQ Hotel: Hilton HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 0 Housing:
Facilities Information Largest Attendance: 0 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0
Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0
Exhibit Information Move In/Out Days: 0 / 0
Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]

MINT History Information

Meeting Date / Location [9/10/2017 \[Sunday\] - 9/13/2017](#) - New Orleans, LA None DataTeam
Attendance / Peak Rooms [Registered: 0 Total: 521] - [Reserved: 0 Picked Up: 0]
Hotel Information HQ Hotel: Hilton Riverside HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 0
Facilities Information Largest Attendance: 0 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0
Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0
Exhibit Information Move In/Out Days: 0 / 0
Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]

MINT History Information

Meeting Date / Location / [2/29/2016 \[Monday\] - 3/3/2016](#) - St. Louis, MO None DataTeam
Attendance / Peak Rooms [Registered: 0 Total: 450] - [Reserved: 0 Picked Up: 0]

Hotel Information HQ Hotel: St. Louis Union Station 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: Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0

Exhibit Information Move In/Out Days: 0 / 0
Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]

MINT History Information

Meeting Date / Location [10/26/2014 \[Sunday\] - 10/29/2014](#) - Anaheim CA ANAHEIM

Attendance / Peak Rooms [Registered: 500 Total: 500] - [Reserved: 305 Picked Up: 309]

Hotel Information HQ Hotel: Hyatt Regency, Orange County HQ Peak Rooms: 309 Hotels Used: 1 Total Room Nights: 1342 Housing: NONE

Facilities Information Largest Attendance: 500 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 500

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]

Notes

Room Flows

10/22/2014 - Wed	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
10/23/2014 - Thu	Reserved Rooms: 0 [0%]	Actual Rooms: 2 [1%]
10/24/2014 - Friday	Reserved Rooms: 35 [11%]	Actual Rooms: 9 [3%]
10/25/2014 - Sat	Reserved Rooms: 55 [18%]	Actual Rooms: 90 [29%]
10/26/2014 - Sun	Reserved Rooms: 305 [100%]	Actual Rooms: 274 [89%]
10/27/2014 - Mon	Reserved Rooms: 305 [100%]	Actual Rms: 309 [100%]
10/28/2014 - Tue	Reserved Rooms: 305 [100%]	Actual Rms: 309 [100%]
10/29/2014 - Wed	Reserved Rooms: 265 [87%]	Actual Rooms: 281 [91%]
10/30/2014 - Thu	Reserved Rooms: 81 [27%]	Actual Rooms: 58 [19%]
10/31/2014 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 7 [2%]
11/1/2014 - Sat	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]
11/2/2014 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]

MINT Future Booking Information

Meeting Date / Location / Bureau [10/15/2023](#) - Sacramento CA UNITED STATES DataTeam

MINT Future Booking Information

Meeting Date / Location / Bureau [10/16/2022](#) - Tacoma WA UNITED STATES SEATTLE