

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 8/24/23

Sales Manager Keola Shimooka

Group Promega Corporation

Event Name International Symposium on Human Identification - ISHI 36

Lead # 119386

Event Dates October 16-24, 2025

Verify this does not conflict with major annual events.

Amount Requested \$36,000

Fund Use Facility Rental

Peak Room Nights (total peak)

515

Total Room Nights

2400

HOTEL BLOCK

	1	2	3	4	5
Hotel Name	Hilton	Concourse	Park	Edgewater	Hotel Indigo
Peak Room Block Bid	175	150	100	100	60

Lead Status Pending

Direct Spending Impact \$1,307,057

Competition Midwest Region

Attendance 1000

Decision Date 9/30/22

Expected Contract Revenue \$83,186

HISTORY

	1	2	3
Month & Year	Sept 2021	Sept 2019	Sept 2018
City	Orlando, FL	Palm Springs, CA	Phoenix, AZ
Facility		Renaissance Palm Springs	
Block Total	1949	500 peak	850 attendance
Pick Up Total	975 attendance	975 attendance	2,155

Comments Please also see attached MINT report

Other Funding DM Grant \$3,000
(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

9/7/22

Internal Use Only:

Committee Meeting
Approval Date
& Amount

CEO Approval

Date

9.6.22

MINT Report Promega Corporation ISHI

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

Sent: Monday, May 16, 2022 11:31 AM

Organization Information

Organization PROMEGA CORPORATION
Market Segment / / 325414
Address 2800 Woods Hollow Road
City / State / Zip / Country Madison WI 53711 UNITED STATES
Phone / Fax (608) 274-4330 (608) 277-2601
Web Address http://www.promega.com

Meeting Information

Meeting Name / Frequency International Symposium on Human Identification / Annual
Region / State / Province STATE / None
Budget / Schedule Flexibility Budget: None Schedule: None
Usual Start Day None Duration: 1 days

Meeting Planner Information

Name Carol Bingham
Title Symposium Director
Email cbingham@promega.com
Phone (608) 277-2670

MINT History Information

Meeting Date / Location 9/9/2021 [Thursday] - 9/9/2021 - Orlando FL UNITED STATES
Attendance / Peak Rooms [Registered: 975 Total: 975] - [Reserved: 470 Picked Up: 0]
Hotel Information HQ Hotel: HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 200 Housing: NONE
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]

Room Flows	9/9/2021 - Thursday	Reserved Rooms: 5 [1%]	Actual Rooms: 0 [0%]
	9/10/2021 - Friday	Reserved Rooms: 15 [3%]	Actual Rooms: 0 [0%]
	9/11/2021 - Saturday	Reserved Rooms: 90 [19%]	Actual Rooms: 0 [0%]
	9/12/2021 - Sunday	Reserved Rms: 300 [64%]	Actual Rooms: 0 [0%]
	9/13/2021 - Monday	Reserved Rms: 470 [100%]	Actual Rooms: 0 [0%]
	9/14/2021 - Tuesday	Reserved Rms: 470 [100%]	Actual Rooms: 0 [0%]
	9/15/2021 - Wed	Reserved Rms: 444 [94%]	Actual Rooms: 0 [0%]
	9/16/2021 - Thursday	Reserved Rms: 140 [30%]	Actual Rooms: 0 [0%]
	9/17/2021 - Friday	Reserved Rms: 15 [3%]	Actual Rooms: 0 [0%]

MINT History Information

Meeting Date / Location 9/22/2019 [Sunday] - 9/26/2019 - Palm Springs CA UNITED STATES
Attendance / Peak Rooms [Registered: 975 Total: 0] - [Reserved: 503 Picked Up: 484]
Hotel Information HQ Hotel: Renaissance Palm Springs Hotel HQ Peak Rooms: 378 Hotels Used: 3 Total Room Nights: 9 Housing: NONE

Facilities Information Largest Attendance: 0 Simultaneous Rooms: 0 F&B Functions: Largest Meal Attendance:
 Start/End Day: /Site: NONE Gross/Net Sq Ft: /
 Exhibit Information Move In/Out Days: /
 Number of Exhibits: [8x10 -] [10x10 -] [Table Top -] [Other -]

MINT History Information

Meeting Date / Location 9/24/2018 [Monday] - 9/27/2018 - Phoenix AZ UNITED STATES
 Attendance / Peak Rooms [Registered: 850 Total: 850] - [Reserved: 587 Picked Up: 513]
 Hotel Information HQ Hotel: Hyatt Regency Phoenix HQ Peak Rooms: 263 Hotels Used: 3 Total Room Nights: 2155
 Facilities Information Largest Attendance: 850 Simultaneous Rooms: 0 F&B Functions: Largest Meal Attendance:
 Start/End Day: /Site: NONE Gross/Net Sq Ft: /
 Exhibit Information Move In/Out Days: /
 Number of Exhibits: [8x10 -] [10x10 -] [Table Top -] [Other -]

Room Flows	9/20/2018 - Thursday	Reserved Rooms: 5 [1%]	Actual Rooms: 6 [1%]
	9/21/2018 - Friday	Reserved Rooms: 18 [3%]	Actual Rooms: 17 [3%]
	9/22/2018 - Saturday	Reserved Rooms: 136 [23%]	Actual Rooms: 110 [21%]
	9/23/2018 - Sunday	Reserved Rooms: 335 [57%]	Actual Rooms: 318 [62%]
	9/24/2018 - Monday	Reserved Rooms: 587 [100%]	Actual Rooms: 506 [99%]
	9/25/2018 - Tuesday	Reserved Rooms: 586 [100%]	Actual Rooms: 513 [100%]
	9/26/2018 - Wed	Reserved Rooms: 562 [96%]	Actual Rooms: 486 [95%]
	9/27/2018 - Thursday	Reserved Rooms: 224 [38%]	Actual Rooms: 199 [39%]
	9/28/2018 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 0 [0%]

MINT History Information

Meeting Date / Location 10/3/2017 [Tuesday] - 10/5/2017 - Seattle WA UNITED STATES
 Attendance / Peak Rooms [Registered: 850 Total: 950] - [Reserved: 515 Picked Up: 440]
 Hotel Information HQ Hotel: Sheraton Seattle Hotel HQ Peak Rooms: 231 Hotels Used: 4 Total Room Nights: 1847
 Facilities Information Largest Attendance: 950 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0
 Start/End Day: Tuesday/ThursdaySite: CONVENTION CENTER Gross/Net Sq Ft: 39700/0
 Exhibit Information Move In/Out Days: 3 / 1
 Number of Exhibits: [8x10 - 0] [10x10 - 65] [Table Top - 0] [Other - 4]

Room Flows	9/28/2017 - Thursday	Reserved Rooms: 9 [2%]	Actual Rooms: 5 [1%]
	9/29/2017 - Friday	Reserved Rooms: 19 [4%]	Actual Rooms: 13 [3%]
	9/30/2017 - Saturday	Reserved Rooms: 102 [20%]	Actual Rooms: 72 [16%]
	10/1/2017 - Sunday	Reserved Rooms: 297 [58%]	Actual Rooms: 255 [58%]
	10/2/2017 - Monday	Reserved Rooms: 515 [100%]	Actual Rooms: 436 [99%]
	10/3/2017 - Tuesday	Reserved Rooms: 515 [100%]	Actual Rooms: 440 [100%]
	10/4/2017 - Wed	Reserved Rooms: 505 [98%]	Actual Rooms: 423 [96%]
	10/5/2017 - Thursday	Reserved Rooms: 235 [46%]	Actual Rooms: 186 [42%]
	10/6/2017 - Friday	Reserved Rooms: 0 [0%]	Actual Rooms: 11 [3%]
	10/7/2017 - Saturday	Reserved Rooms: 0 [0%]	Actual Rooms: 6 [1%]