

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 4/17/2023 Sales Manager Sarah Lemmers

Group Society for Transplant Social Workers

Event Name STSW 2024 Annual Meeting Lead # 120624

Event Dates October 6-9, 2024 or October 13-16, 2024 Amount Requested \$9,750.00
Verify this does not conflict with major annual events.

Fund Use Facility Rental

Peak Room Nights (total peak) 175 Total Room Nights 650

HOTEL BLOCK	1	2	3	4
Hotel Name	Hilton	Embassy Suites		
Peak Room Block Bid	125	100		

Lead Status Pending Direct Spending Impact \$275,693

Competition Unknown Attendance 200

Decision Date 06/15/2023 Expected Contract Revenue \$19,678

HISTORY	1	2	3
Month & Year	April 2022	April 2019	April 2017
City	Orlando	Denver	Scottsdale
Facility	Loews Portofino Bay Hotel	Denver Marriott	Scottsdale Plaza Resort
Block Total			
Pick Up Total	556	716	814

Comments _____ Other Funding (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 4-17-23

CEO Approval  Date 5.17.23

Internal Use Only:
Committee Meeting Approval Date & Amount
