

MT BEA FUND **BOOKING INCENTIVE REQUEST**

TO QUALIFY FOR ASSISTANCE, THE EVENT MUST MEET THE FOLLOWING REQUIREMENTS:

⊠This event meets	Monona To	errace's c	lefinition (of a conv	ention
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☑This event has not yet been contracted.

PLUS ONE OF THE FOLLOWING:

- ☑ This event has a minimum of 75% programmed events at the Monona Terrace. ☑ This event has a minimum direct spending impact of \$100,000
- This event uses a minimum of two hotels within the Madison Room Tay District
- ☑ This event has a minimum out of town attendance of 400

Date of Request 08/29/2023 Sales Manager Sarah Lemmers	☐ This event uses a minimum out of two notes within the madison Room rax district. ☐ This event has an overflow hotel with a minimum room block of 50.									
Event Name 2028 AABA Annual Meeting Event Dates 3.27-4.1, 2028 or 4.3-8, 2028 Verify this does not conflict with major annual events. Fund Use Facility Rental Peak Room Nights (total peak) 580 Total Room Nights 2000 HOTEL BLOCK 1 2 3 4 Hotel Name Hilton Embassy Concourse Park Peak Room Block Bid 151 185 250 100 Lead Status Pending Direct Spending Impact \$779,388 Competition Milwaukee & Chicago Attendance 580 Decision Date 2/29/2024 Expected Contract Revenue \$62,938 HISTORY 1 2 3 Month & Year April 2023 March 2022 April 2017 City Reno Denver New Orleans New Orleans Pick Up Total 2441 1981 1950 Comments Email form or Print an VP Approval Attendance Date 2-2-24 Internal Use Only: Committee Meeting Date 2-2-24	Date of Request_(lest 08/29/2023 Sales Manager Sarah Lemmers								
Event Dates 3.27-4.1, 2028 or 4.3-8, 2028 Verify this does not conflict with major annual events. Fund Use Facility Rental Peak Room Nights (total peak) 580 Total Room Nights 2000 HOTEL BLOCK 1 2 3 4 Hotel Name Hilton Embassy Concourse Park Peak Room Block Bid 151 185 250 100 Lead Status Pending Direct Spending Impact \$779,388 Competition Milwaukee & Chicago Attendance 580 Decision Date 2/29/2024 Expected Contract Revenue \$62,938 HISTORY 1 2 3 Month & Year April 2023 March 2022 April 2017 City Reno Denver New Orleans New Orleans New Orleans Marriott Block Total 2341 Pick Up Total 2441 1981 1950 Comments Email form or Print an attachments) to Senior Convention Sales Coordinator - Who will route to VP and CEO for Approval. Date 2-2-24 Internal Use Only: Committee Mapproval Date Approval Date	Group American Association of Biological Anthropologists Annual Meeting									
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Approval Date & Amount	VP Approval_	[][)ate	2-2-24	Comm	nittee			
	CEO Approval	llulvapull		Date	2.5.24	Appro	val Date			

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