

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 <u>1/30/24</u>	Sales Manager <u>Keola Shimooka</u>
Group <u>Association of Cancer Center Administrators</u>	
Event Name <u>2026 Cancer Center Administrators Forum</u>	Lead # <u>120773</u>
Event Dates <u>April 11-15, 2026</u> <small>Verify this does not conflict with major annual events.</small>	Amount Requested <u>\$16,500</u>
Fund Use <u>Facility Rental</u>	



Peak Room Nights (total peak)	325	Total Room Nights	1100
HOTEL BLOCK	1	2	3
Hotel Name	Hilton	Embassy	Park
Peak Room Block Bid	150	125	30

Lead Status <u>Pending</u>	Direct Spending Impact <u>\$442,569</u>
Competition <u>TBD</u>	Attendance <u>450</u>
Decision Date <u>3/29/24</u>	Expected Contract Revenue <u>\$34,079</u>

HISTORY	1	2	3
Month & Year	March 2024	March 2023	March 2022
City	Philadelphia	Salt Lake City	Cleveland
Facility	Philadelphia Marriott DT	Huntsman Cancer Institute Salt Lake Marriott DT & Hilton Salt Lake City Center	Cleveland Clinic
Block Total	TBD	815 Room Nights	700 RN but 2022 was coming off of 2021 cancellation
Pick Up Total	TBD		

Comments <u>Event is hosted by local cancer center. Room night projection for 2026 is based on natural growth and program expansion</u>	Other Funding (external & internal) <u>DM Grant \$9,000</u>
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Email form or Print and any attachments to Senior Convention Sales Coordinator – Who will route to VP and CEO for Approval.

VP Approval <u></u>	Date <u>2-2-24</u>
CEO Approval <u></u>	Date <u>2.5.24</u>

Internal Use Only:

Committee Meeting	
Approval Date & Amount	