

**BOOKING INCENTIVE REQUEST**

GREATER MADISON CONVENTION & VISITORS BUREAU  
615 E. WASHINGTON AVENUE > MADISON, WI > 53703

WWW.VISITMADISON.COM

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               |  | 4/2/15   |  | SALES MANAGER             |  | Connie Samuels                         |  |
| GROUP                         |  | High-Temperature Plasma Diagnostics                                      |  |                           |  |  |  |
| EVENT TITLE                   |  | 21st Topical Conference on High-Temperature Plasma Diagnostics           |  |                           |  | LEAD                                   |  |
|                               |  |  |  |                           |  | 114137                                 |  |
| EVENT DATES                   |  | June 5-9, 2016   |  | AMOUNT REQUESTED          |  | \$13,050                               |  |
|                               |  | <small>(verify this does not conflict with major, annual events)</small> |  |                           |  |  |  |
| ASSISTANCE TYPE               |  | Non-Shuttle  |  | FUND USE                  |  | Facility Rental                        |  |
| PEAK ROOM NIGHTS (total peak) |  | 200  |  | TOTAL ROOM NIGHTS         |  | 870                                    |  |
| <b>HOTEL BLOCK</b>            |  | 1  |  | 2                         |  | 3                                      |  |
| Hotel Name                    |  | Hilton Monona Terrace  |  | Madison Concourse         |  |  |  |
| Peak Room Block Bid           |  | 150  |  | 100                       |  |  |  |
| GROUP STATUS                  |  | Pending  |  | DIRECT SPENDING IMPACT    |  | \$311,819                              |  |
| COMPETITION                   |  | Madison - Various Venues   |  | ATTENDANCE                |  | 300                                    |  |
| DECISION DATE                 |  | 6/30/15  |  | EXPECTED CONTRACT REVENUE |  | \$14,194                               |  |
| <b>HISTORY</b>                |  | 1  |  | 2                         |  | 3                                      |  |
| MONTH & YEAR                  |  | June 2014  |  | May 2012                  |  | June 2010                              |  |
| CITY                          |  | Atlanta, GA  |  | Monterey, CA              |  | Wildwood, NJ                           |  |
| FACILITY                      |  | InterContinental Hotel Buckhead  |  | Hyatt Regency             |  | Wildwood Convention Center             |  |
| BLOCK TOTAL                   |  | 830  |  | 745                       |  |  |  |
| PICK UP TOTAL                 |  | 783  |  | 683                       |  |  |  |
| COMMENTS                      |  | 15 x 870 = \$13,050  |  |                           |  | OTHER FUNDING<br>(external & internal) |  |

TO ROUTE TO DIRECTOR OF SALES (DOS) FOR APPROVAL, PRINT AND HAND DELIVER WITH ATTACHMENTS.

DOS Approval Rebecca Ramsey  
 DOS Approval Date 4/3/15  
 CEO Approval [Signature]  
 CEO Approval Date 4/3/15

INTERNAL USE ONLY:

Committee Meeting                       
 Approval Date & Amount