

MT BEAAC

BOOKING INCENTIVE REQUEST

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.


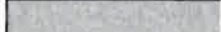
Form Revised 6/24/14

DATE OF REQUEST		2016-08-23		SALES MANAGER		Danielle Ziegler																									
GROUP Automobile License Plate Collectors Association, Inc.																															
EVENT TITLE						2020 Annual International Convention																									
EVENT DATES						June 23-27, 2020																									
ASSISTANCE TYPE						Non-Shuttle																									
FUND USE						Facility Rental																									
PEAK ROOM NIGHTS (total peak)				150																											
TOTAL ROOM NIGHTS				600																											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>HOTEL BLOCK</th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> </tr> </thead> <tbody> <tr> <td>Hotel Name</td> <td>Hilton</td> <td>Sheraton</td> <td>Holiday Inn</td> <td>Clarion</td> </tr> <tr> <td>Peak Room Block Bid</td> <td>150</td> <td>150</td> <td>40</td> <td>70</td> </tr> </tbody> </table>								HOTEL BLOCK	1	2	3	4	Hotel Name	Hilton	Sheraton	Holiday Inn	Clarion	Peak Room Block Bid	150	150	40	70									
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Peak Room Block Bid	150	150	40	70																											
GROUP STATUS				Pending																											
COMPETITION				Midwest -Milwaukee, Rochester, Peoria, St. Louis																											
DECISION DATE				01/31/2017																											
DIRECT SPENDING IMPACT				\$256,600																											
ATTENDANCE				400																											
EXPECTED CONTRACT REVENUE				\$37,511																											
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COMMENTS						OTHER FUNDING (external & internal)																									
The event is every 4 years in the Midwest. This funding will help bring the rental close the group's budget.						Internal - \$9,000																									

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

DOS Approval 
 DOS Approval Date 8/25/16
 CEO Approval 
 CEO Approval Date 8/29/16

INTERNAL USE ONLY:

Committee Meeting 
 Approval Date & Amount 



History for Meeting: International Convention

Organization: Automobile License Plate Collectors Association

MINT Dates & Reporting DMO

Official Start Date~	06/27/2012
Official End Date~	06/30/2012
Official Start Day	Wednesday
City~	Des Moines
State	IA
Country	UNITED STATES
History entered	9/30/2012
Reported by (user)	MMOORE
Reported Date	9/30/2012
Updates	View Change Log
Views	Viewed 1 times in the last 14 days

Housing & Meeting Location

Reserved Peak Rooms~	300
Actual Peak Rooms*	139
Actual Total Room Nights*	518
Actual Num Hotels Used*	2
Main Mtg Location (Type)**	NONE
Name of Main Mtg Venue / HQ Hotel	Renaissance Des Moines Savery
Actual Peak Rooms HQ Hotel*	56
Housing Handled by (Co.)	NONE
Name of Exhibit Facility	{{ MISSING - future bookings only }}
Exhibit GSF	50000

Room Flow

Check-In Date		Rooms Reserved	Actual Rooms Picked Up	Actual % of Peak
6/24/2012	Sun	0	2	1.44 %
6/25/2012	Mon	0	26	18.71 %
6/26/2012	Tue	30	111	79.86 %
6/27/2012	Wed	85	139	100 %
6/28/2012	Thu	300	132	94.96 %
6/29/2012	Fri	300	98	70.5 %
6/30/2012	Sat	300	10	7.19 %
7/01/2012	Sun	50	0	0 %

Attendees & Food & Beverage

Exhibits

Expected Attendance~	500	Exhibits**	
Actual Attendance~	400	Exhibit Facility (Type) **	CONVENTION CENTER
International participants	No	Name of Exhibit Facility	
Largest Meeting Attendance~	400	Exhibit Gross SqFt**	50,000
		Move In Days	1
		Move Out Days	1
		Exhibit Start Day	Wednesday
		Exhibit End Day	Saturday

More About MINT database

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Recommended Sites

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