

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.

Form Revised 6/24/14


DATE OF REQUEST	2016-08-12		SALES MANAGER	Danielle Ziegler for Sara Garnett	
GROUP	American Society of Virology				
EVENT TITLE	41st Annual Meeting			LEAD	117096
EVENT DATES	July 15-20, 2022 <input checked="" type="checkbox"/>		AMOUNT REQUESTED	\$24,000	
<small>(verify this does not conflict with major, annual events)</small>					
ASSISTANCE TYPE	Non-Shuttle		FUND USE	Facility Rental	
PEAK ROOM NIGHTS (total peak)	400		TOTAL ROOM NIGHTS	1,600	
HOTEL BLOCK	1	2	3	4	
Hotel Name	Hilton	Best Western	Concourse	DoubleTree	
Peak Room Block Bid	150	100	100	75	
GROUP STATUS	Pending		DIRECT SPENDING IMPACT	\$1,706,800	
COMPETITION	None		ATTENDANCE	1,700	
DECISION DATE	08/31/2016		EXPECTED CONTRACT REVENUE	\$81,350	
HISTORY	1	2	3		
MONTH & YEAR	July 2015	June 2014	July 2012		
CITY	London, Ontario	Fort Collins, CO	Madison, WI		
FACILITY	Delta London Armouries (4 hotels total)	Hilton Fort Collins (6 hotels total)	Monona Terrace (5 hotels and dorms)		
BLOCK TOTAL	no response from hotel	225 (Hilton) + other hotels (no response)	2180 + dorms (2500)		
PICK UP TOTAL	no response from hotel	204 (Hilton) + other hotels (no response)	1311 + dorms (289)		
COMMENTS				OTHER FUNDING (external & internal)	

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

DOS Approval 
DOS Approval Date 8/29/16

CEO Approval 
CEO Approval Date 8/29/16

INTERNAL USE ONLY:

Committee Meeting 
Approval Date & Amount 