

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 2012-01-31

SALES MANAGER Danielle Ziegler for Sara Garnett

GROUP American Society for Virology

EVENT TITLE 36th Annual Meeting

LEAD 111,018

EVENT DATES Thurs., 6/22- Wed., 6/28, 2017

(verify this does not conflict with major, annual events)

AMOUNT REQUESTED \$24,000

ASSISTANCE TYPE Non-Shuttle

FUND USE Facility Rental

PEAK ROOM NIGHTS (total peak)

955

TOTAL ROOM NIGHTS

~~4,785~~ 1,600

HOTEL BLOCK

	1	2	3	4
Hotel Name	Hilton	BW Inn on the Park	Concourse	Overflow Hotel/UW Housing
Peak Room Block Bid	100	125	100	630

GROUP STATUS Definite (without contract)

DIRECT SPENDING IMPACT \$1,706,800

COMPETITION Madison has been selected to host

ATTENDANCE 1,700

HISTORY

	1	2	3
MONTH & YEAR	July 2011	July 2010	June 2006
CITY	Minneapolis, MN	Bozeman, MT	Madison, WI
FACILITY	University of Minnesota	Montana State University	Monona Terrace
BLOCK TOTAL	see attached	see attached	4284
PICK UP TOTAL			3975

COMMENTS

Base Room Rental for contract: \$71,652

OTHER FUNDING
(external & internal)

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

DOS Approval

DOS Approval Date

2/4/12

CEO Approval

CEO Approval Date

2/4/12

INTERNAL USE ONLY :

Committee Meeting :	2/14/12
Approval Date & Amount :	2/14/12 \$24,000
Scanned :	✓
Check Request :	
CRM & Tracking Updated :	✓