

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 :

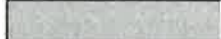
- ☒ This event has a minimum direct spending impact of \$100,000.
- ☒ This event has a minimum out of town attendance of 400.

DATE OF REQUEST	2018-08-07			SALES MANAGER	Katrin Madayag-Ard		
GROUP	North American Network Operators Group (NANOG)						
EVENT TITLE	NANOG 82 June 2021					LEAD	118654
EVENT DATES	June 11-16 2021 or June 25-30, 2021 <small>(verify this does not conflict with major, annual events)</small>			AMOUNT REQUESTED	\$19,425		
ASSISTANCE TYPE	Non-Shuttle			FUND USE	Facility Rental		
PEAK ROOM NIGHTS (total peak)	340			TOTAL ROOM NIGHTS	1,295		
HOTEL BLOCK	1	2	3	4			
Hotel Name	Hilton Madison Monona Terrace	Madison Concourse Hotel	Best Western Park Hotel	The Edgewater			
Peak Room Block Bid	175	200	100	30			
GROUP STATUS	Pending			DIRECT SPENDING IMPACT	\$671,192		
COMPETITION	Cleveland, OH Indianapolis, IN Miami, FL Minneapolis			ATTENDANCE	1,000		
DECISION DATE	08/31/2018			EXPECTED CONTRACT REVENUE	\$49,658		
HISTORY	1	2	3				
MONTH & YEAR	June 2018	June 2017	June 2016				
CITY	Denver, CO	Bellevue (Seattle), WA	Chicago, IL				
FACILITY	Hyatt Regency	Hyatt Regency	Fairmont Chicago Millennium Park				
BLOCK TOTAL	1392	1591	1255				
PICK UP TOTAL	1363	1565	1103				
COMMENTS						OTHER FUNDING (external & internal)	\$20,445

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

DOS Approval 
 DOS Approval Date 8/8/18
 CEO Approval 
 CEO Approval Date 8/30/18

INTERNAL USE ONLY:

Committee Meeting 
 Approval Date & Amount 