

MADISON

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GREATER MADISON CONVENTION & VISITORS BUREAU

22 E. MIFFLIN STREET, SUITE 200
MADISON, WI 53703

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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.

DATE OF REQUEST		10/16/18		SALES MANAGER		Emily Wendt	
GROUP		American Association for the History of Medicine					
EVENT TITLE		AAHM 2021 Annual Meeting				LEAD	
						118679	
EVENT DATES		May 12-16, 2021		AMOUNT REQUESTED		\$9,450	
		<small>(verify this does not conflict with major, annual events)</small>					
ASSISTANCE TYPE		Non-Shuttle		FUND USE		Facility Rental	
PEAK ROOM NIGHTS (total peak)		190		TOTAL ROOM NIGHTS		630	
HOTEL BLOCK		1		2		3	
Hotel Name		Hilton		Concourse		Park Hotel	
Peak Room Block Bid		150		190		100	
GROUP STATUS		Pending		DIRECT SPENDING IMPACT		\$193,942	
COMPETITION		Chicago		ATTENDANCE		350	
DECISION DATE		11/16/18		EXPECTED CONTRACT REVENUE		\$30,197	
HISTORY		1		2		3	
MONTH & YEAR		May 2018		May 2017		April 2009	
CITY		Los Angeles, CA		Nashville, TN		Cleveland, OH	
FACILITY		UCLA Meyer & Renee Luskin Conference		Sheraton Grand Nashville Downtown		InterContinental Hotel & CC	
BLOCK TOTAL		HQ hotel and blocked at 2 other hotels				680	
PICK UP TOTAL						717	
COMMENTS		See also attached MINT History Report. Jill Slater with HelmsBriscoe is direct contact. They need zero facility cost to move forward. F&B estimate of \$50,000.				OTHER FUNDING (external & internal)	
						\$11,000 GMCVB grant	

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

DOS Approval  _____
 DOS Approval Date 11/8/18
 CEO Approval  _____
 CEO Approval Date 11/9/18

INTERNAL USE ONLY:

Committee Meeting _____
 Approval Date & Amount _____

Sent: Wednesday, November 7, 2018 10:34 AM
MINT Post Event Report

Organization Information

Organization	American Association for the History of Medicine
Market Segment	HEALTH & MEDICAL
Address	509 N 12th St
City / State / Zip / Country	Richmond VA 23298 UNITED STATES
Phone / Fax	804-828-9898 804-828-6089
Web Address	histmed.org

Meeting Information

Meeting Name / Frequency	AAHM Annual Meeting / Annual
Region / State / Province	NORTH AMERICAN / OH
Budget / Schedule Flexibility	Budget: Average Cost Schedule: Moderate
Usual Start Day	Thursday Duration: 4 days

Meeting Planner Information

Name	
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History Information-Data Not Reported

Meeting Date / Location / Bureau	4/27/2016 [Wednesday] - 5/1/2016 - MINNEAPOLIS MN UNITED STATES
Attendance / Peak Rooms	[Registered: 300 Total: 0] - [Reserved: 185 Picked Up: 0]
Hotel Information	HQ Hotel: HQ Peak Rooms: 0 Hotels Used: 0 Total Room Nights: 0 Housing: NONE
Facilities Information	Largest Attendance: 0 Simultaneous Rooms: 0 F&B Functions: 0 Largest Meal Attendance: 0
Exhibit Information	Start/End Day: /Site: NONE Gross/Net Sq Ft: 0/0 Move In/Out Days: 0 / 0 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 0] [Other - 0]

MINT History Information

Meeting Date / Location / Bureau	4/23/2009 [THURSDAY] - 4/26/2009 - CLEVELAND OH UNITED STATES		
Attendance / Peak Rooms	[Registered: 350 Total: 350] - [Reserved: 235 Picked Up: 234]		
Hotel Information	HQ Hotel: InterContinental Hotel & CC HQ Peak Rooms: 178 Hotels Used: 3 Total Room Nights: 717		
Facilities Information	Largest Attendance: 350 Simultaneous Rooms: 4 F&B Functions: 21 Largest Meal Attendance: 350		
Exhibit Information	Start/End Day: FRIDAY/SATURDAYSite: HOTEL Gross/Net Sq Ft: 1440/720 Move In/Out Days: 1 / 1 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 13] [Other - 0]		
Room Flows	4/21/2009 - Tuesday	Reserved Rooms: 0 [0%]	Actual Rooms: 8 [3%]
	4/22/2009 - Wednesday	Reserved Rooms: 45 [19%]	Actual Rooms: 59 [25%]
	4/23/2009 - Thursday	Reserved Rooms: 200 [85%]	Actual Rooms: 224 [96%]
	4/24/2009 - Friday	Reserved Rooms: 235 [100%]	Actual Rooms: 234 [100%]
	4/25/2009 - Saturday	Reserved Rooms: 200 [85%]	Actual Rooms: 187 [80%]
	4/26/2009 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 4 [2%]
	4/27/2009 - Monday	Reserved Rooms: 0 [0%]	Actual Rooms: 1 [0%]

Meeting Date / Location / Bureau	4/5/2005 [TUESDAY] - 4/10/2005 - BIRMINGHAM AL UNITED STATES		
Attendance / Peak Rooms	[Registered: 300 Total: 300] - [Reserved: 300 Picked Up: 189]		
Hotel Information	HQ Hotel: SHERATON BIRMINGHAM HQ Peak Rooms: 189 Hotels Used: 1 Total Room Nights: 621		
Facilities Information	Largest Attendance: 100 Simultaneous Rooms: 6 F&B Functions: 11 Largest Meal Attendance: 300		
Exhibit Information	Start/End Day: THURSDAY/FRIDAYSite: CONVENTION CENTER Gross/Net Sq Ft: 4/2 Move In/Out Days: 1 / 1 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 10] [Other - 0]		
Room Flows	4/4/2005 - Monday	Reserved Rooms: 20 [7%]	Actual Rooms: 14 [7%]
	4/5/2005 - Tuesday	Reserved Rooms: 75 [25%]	Actual Rooms: 84 [44%]
	4/6/2005 - Wednesday	Reserved Rooms: 200 [67%]	Actual Rooms: 177 [94%]
	4/7/2005 - Thursday	Reserved Rooms: 300 [100%]	Actual Rooms: 189 [100%]
	4/8/2005 - Friday	Reserved Rooms: 250 [83%]	Actual Rooms: 148 [78%]

MINT History Information

Meeting Date / Location / Bureau	4/29/2004 [THURSDAY] - 5/2/2004 - MADISON WI UNITED STATES		
Attendance / Peak Rooms	[Registered: 325 Total: 325] - [Reserved: 250 Picked Up: 194]		
Hotel Information	HQ Hotel: Hilton Monona Terrace HQ Peak Rooms: 144 Hotels Used: 2 Total Room Nights: 636		
Facilities Information	Largest Attendance: 325 Simultaneous Rooms: 12 F&B Functions: 0 Largest Meal Attendance: 325		
Exhibit Information	Start/End Day: FRIDAY/SATURDAYSite: CONVENTION CENTER Gross/Net Sq Ft: 0/0 Move In/Out Days: 1 / 1 Number of Exhibits: [8x10 - 0] [10x10 - 0] [Table Top - 32] [Other - 0]		
Room Flows	4/28/2004 - Wednesday	Reserved Rooms: 110 [44%]	Actual Rooms: 65 [34%]
	4/29/2004 - Thursday	Reserved Rooms: 250 [100%]	Actual Rooms: 190 [98%]
	4/30/2004 - Friday	Reserved Rooms: 250 [100%]	Actual Rooms: 194 [100%]
	5/1/2004 - Saturday	Reserved Rooms: 250 [100%]	Actual Rooms: 181 [93%]
	5/2/2004 - Sunday	Reserved Rooms: 0 [0%]	Actual Rooms: 6 [3%]