

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 | | 2019-03-13 | | SALES MANAGER | | Sarah Lemmers | | | |
| GROUP | | Society on Radiopharmaceutical Sciences | | | | | | | |
| EVENT TITLE | | International Symposium on Radiopharmaceutical Sciences 2023 | | | | LEAD | | 118794 | |
| EVENT DATES | | May 6-11, 2023 <small>(verify this does not conflict with major, annual events)</small> | | AMOUNT REQUESTED | | \$16,440 | | | |
| ASSISTANCE TYPE | | Non-Shuttle | | FUND USE | | Facility Rental | | | |
| PEAK ROOM NIGHTS (total peak) | | 274 | | TOTAL ROOM NIGHTS | | 1,370 | | | |
| HOTEL BLOCK | | 1 | | 2 | | 3 | | 4 | |
| Hotel Name | | Hilton | | Concourse | | Park Hotel | | DoubleTree | |
| Peak Room Block Bid | | 180 | | 155 | | 74 | | 30 | |
| GROUP STATUS | | Pending | | DIRECT SPENDING IMPACT | | \$1,249,260 \$136,512 | | | |
| COMPETITION | | Multiple cities | | ATTENDANCE | | 900 | | | |
| DECISION DATE | | 04/30/2020 | | EXPECTED CONTRACT REVENUE | | \$54,100 | | | |
| HISTORY | | 1 | | 2 | | 3 | | | |
| MONTH & YEAR | | May 2017 | | May 2015 | | May 2013 | | | |
| CITY | | Dresden, Germany | | Columbia, MO | | Jeju, Korea | | | |
| FACILITY | | International Congress Center Dresden | | University of Missouri | | ICC Jeju | | | |
| BLOCK TOTAL | | | | | | | | | |
| PICK UP TOTAL | | | | | | | | | |
| COMMENTS | | Was not able to find pick-up history. Reached out to Columbia CVB, did not hear back. Asked planner said it was her first time working with them and does not have history. | | | | OTHER FUNDING (external & internal) | | | |

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

DOS Approval 
DOS Approval Date 4/24/19

CEO Approval 
CEO Approval Date 4/24/19

INTERNAL USE ONLY:

Committee Meeting 
Approval Date & Amount 