

**Greater Madison
Convention &
Visitors Bureau**

**Presentation to
Alliant Energy
Center Task Force**

April 18, 2012



MADISON
GOING > BEYOND > VISIT™

METHODOLOGY



The premier convention and meetings database, The Meeting Information Network (MINT) houses more than 40,000 meetings from 20,000 organizations, including associations, corporations, military reunions, sporting events and government institutions. It represents a unique collaboration between 150+ destination marketing organizations that voluntarily report detailed meeting history information on the events held in their cities.

PURPOSE

The purpose of this presentation is to provide an overview of potential business based on 25K or 50K square feet expansion of the Exhibition Hall.

MINT QUERY PARAMETERS

- Meeting month: Any
- Year of meetings: 2009-2020
- Gross Exhibit Square Feet: 1-150,000
- Peak Room Nights: Less than 1,000

DATA GAPS

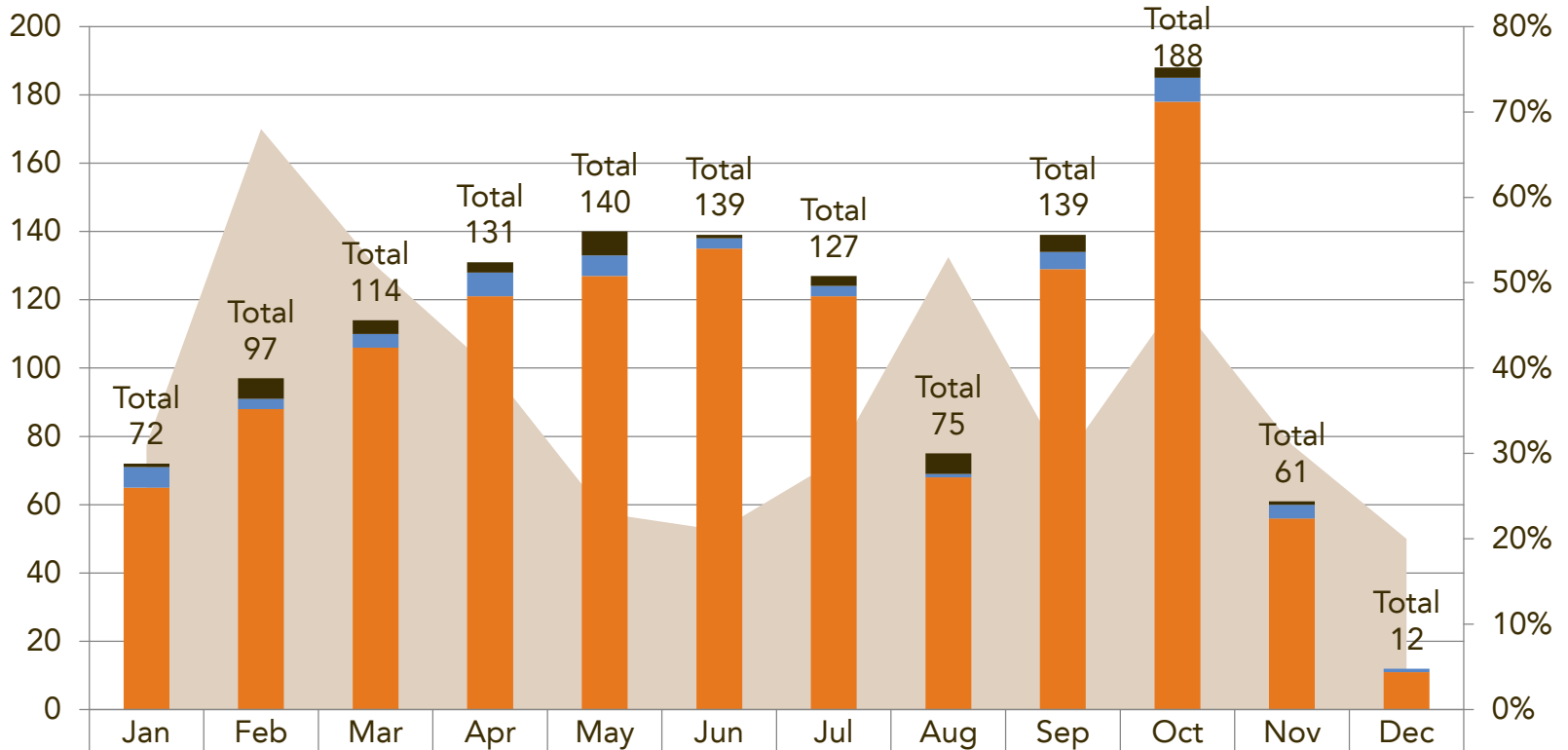
Not all cities report to MINT, so gaps in the data do exist.

CRM CROSS-REFERENCE

We have not cross-referenced our internal sales database to the events included in these data pulls from MINT. Therefore, we do not know how many of these events we have hosted or bid on in the past. Instead, the data provides a broad overview of potential business.

PROSPECTIVE EVENTS BY MONTH

DATA: EVENTS UP TO 100K GSF, 125 GSF AND 150 GSF

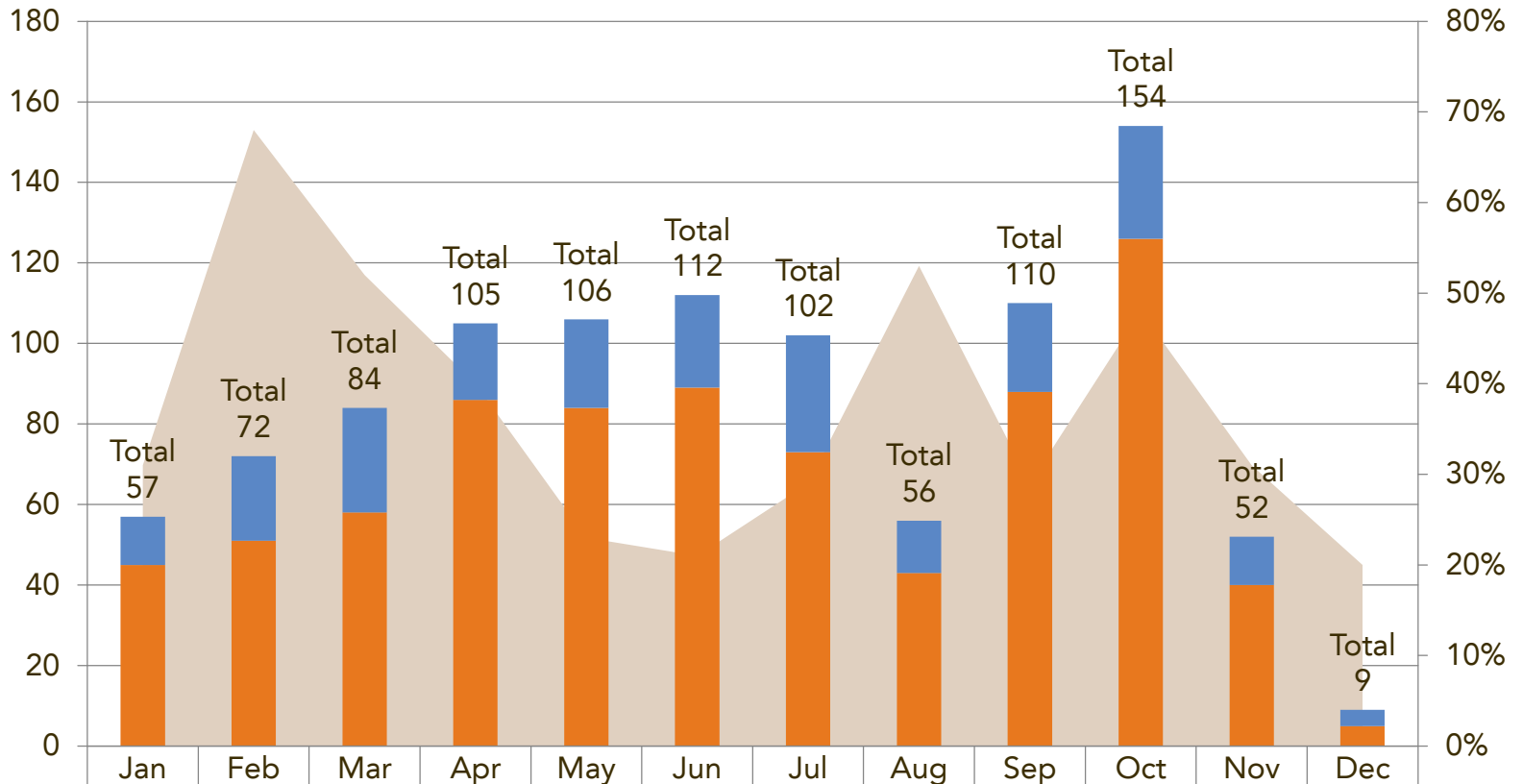


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
■ AEC Ex Hall Occ Rate 2011	31%	68%	52%	40%	23%	21%	29%	53%	29%	48%	31%	20%
Total	72	97	114	131	140	139	127	75	139	188	61	12
■ Up to 150K*	1	6	4	3	7	1	3	6	5	3	1	0
■ Up to 125K*	6	3	4	7	6	3	3	1	5	7	4	1
■ Up to 100K	65	88	106	121	127	135	121	68	129	178	56	11

* Over the current 100K GSF capacity of AEC

PROSPECTIVE EVENTS BY MONTH

DATA: EVENTS THAT COULD MEET IN 25K GSF AND 50 GSF



■ AEC Ex Hall Occ Rate 2011	31%	68%	52%	40%	23%	21%	29%	53%	29%	48%	31%	20%
Total	57	72	84	105	106	112	102	56	110	154	52	9
■ Up to 50K	12	21	26	19	22	23	29	13	22	28	12	4
■ Up to 25K	45	51	58	86	84	89	73	43	88	126	40	5

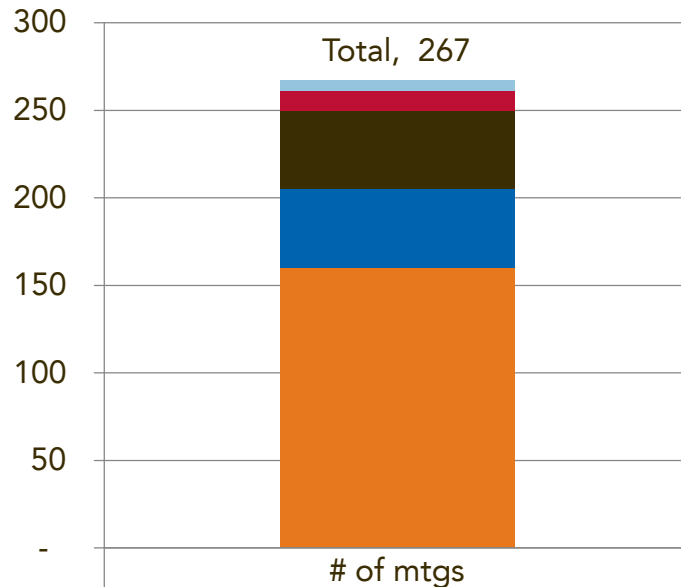
COMPETITIVE SET

- AUSTIN
- BOISE
- DES MOINES
- GRAND RAPIDS
- HARTFORD
- LOUISVILLE
- OKLAHOMA CITY
- PITTSBURGH
- PORTLAND
- SACRAMENTO
- SAVANNAH
- SPOKANE
- SPRINGFIELD
- WICHITA

MINT PROSPECT UNIVERSE

COMPETITIVE SET DATA

NUMBER OF EVENTS



BREAKDOWN

UP TO 25,000 GSF

Avg Attendance: 1,868
 Avg Total Room Nights: 1,914
 Avg Peak Room Nights: 477

UP TO 50,000 GSF

Avg Attendance: 4,500
 Avg Total Room Nights: 1,833
 Avg Peak Room Nights: 500

UP TO 100,000 GSF

Avg Attendance: 1,982
 Avg Total Room Nights: 1,921
 Avg Peak Room Nights: 491

UP TO 125,000 GSF*

Avg Attendance: 1,567
 Avg Total Room Nights: 1,552
 Avg Peak Room Nights: 401

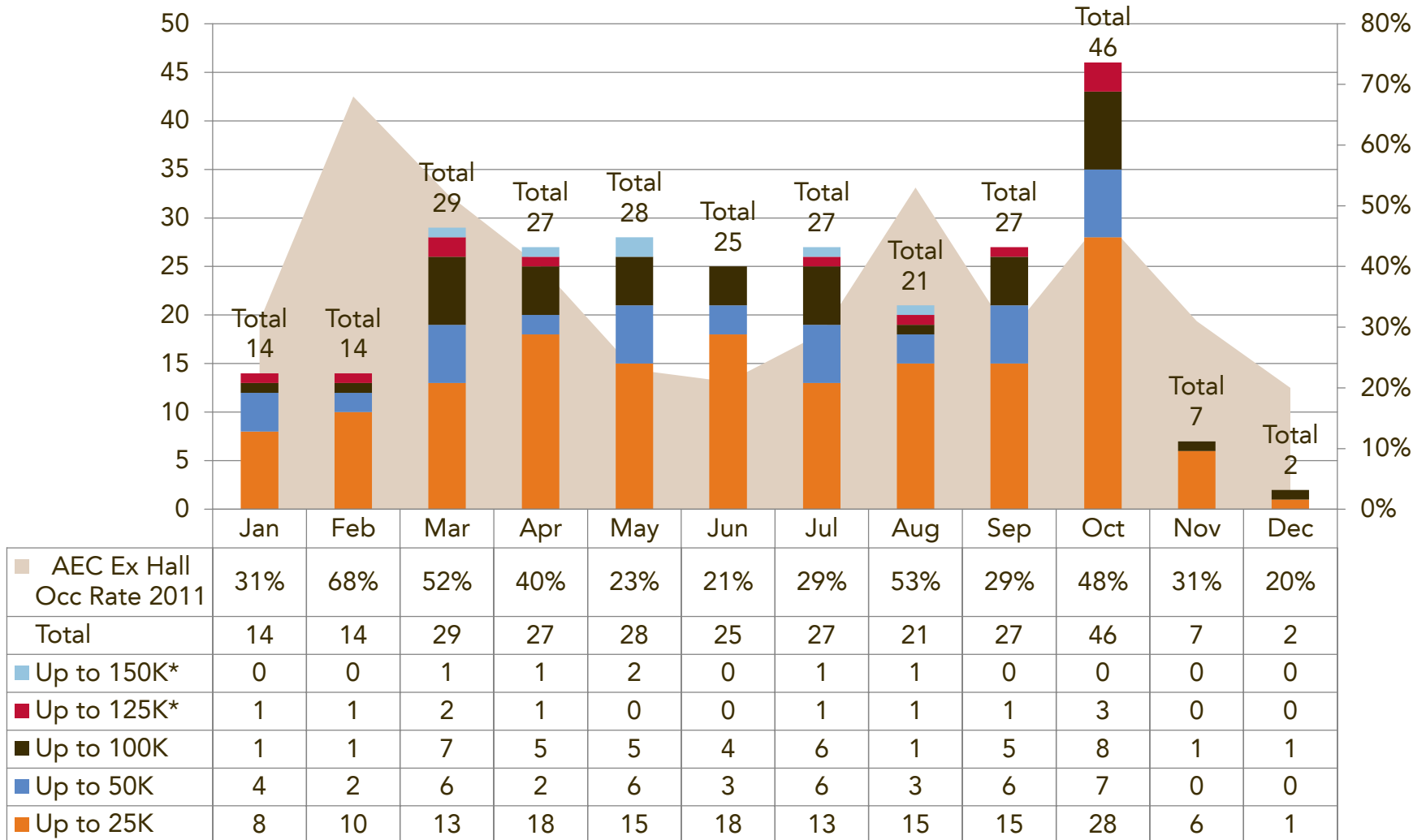
UP TO 150,000 GSF*

Avg Attendance: 1,214
 Avg Total Room Nights: 1,126
 Avg Peak Room Nights: 320

* Over the current 100K GSF capacity of AEC

PROSPECTIVE EVENTS BY MONTH

COMPETITIVE SET DATA



* Over the current 100K GSF capacity of AEC

PROSPECTIVE EVENTS BY MARKET SEGMENT

COMPETITIVE SET DATA

MARKET SEGMENT	UP TO					TOTAL	MARKET SEGMENT	UP TO					TOTAL
	25K	50K	100K	125K	150K			25K	50K	100K	125K	150K	
Trade, Commercial Or Business*	3	4	8	4	30	49	Athletic & Sports/Recreation*	0	1	0	3	3	7
Scientific, Engineering, Technical, Computers	0	0	6	5	19	30	HighTech/Electric/Computer Companies/User Groups*	0	0	0	2	4	6
Health & Medical	0	0	4	2	21	27	Fraternal	0	0	0	0	4	4
Government, Public Administration, Public Affairs	0	1	3	2	14	20	Manufacturing/Distribution*	0	0	2	0	2	4
Hobby & Vocational*	2	0	6	3	9	20	Medical/Pharmaceutical	0	0	0	2	1	3
Educational*	0	0	2	4	11	17	Heritage, Patriotic, Veterans	0	0	0	0	2	2
Other	1	0	5	4	6	16	Franchise/Multi-level Marketing	0	0	0	0	1	1
Religious*	0	2	3	5	6	16	Real Estate	0	0	0	0	1	1
Environmental	0	1	1	5	9	16	Insurance	0	1	0	0	0	1
Agriculture, Commodities, Food/Food Products*	0	1	1	2	6	10	Meetings, Convention, Tourism Industry Events	0	0	0	0	1	1
Non-dmai Market Segment	0	0	4	0	4	8	Third Party Planner	0	0	0	0	1	1
Cultural, Fine Arts, Libraries	0	0	0	2	5	7							

* Highlighted accounts are top-performing market segments for AEC confirmed events.

EVENT HISTORY

COMPETITIVE SET DATA



THANKYOU

SLIDE GUIDE

SLIDE #	TITLE	DEFINITION
2	Methodology	Describes the MINT database of prospective events. Provides the purpose of the presentation and MINT data search parameters. Notes caveats to data.
3	Prospective Events by Month Data: Events up to 100K GSF, 125K GSF and 150K GSF	Superimposes the data of potential events (100K, 125K and 150K) on AEC's 2011 occupancy rates by month.
4	Prospective Events by Month Data: Events that could meet in 25K GSF and 50K GSF	Superimposes the data of potential events (25K and 50K) on AEC's 2011 occupancy rates by month.
5	Competitive Set List	Reflects a more refined set of events, based on the GMCVB's competitive cities set.
6	MINT Prospect Universe Data: Competitive Set	
7	Prospective Events by Month Data: Competitive Set	Superimposes the data of potential events on AEC's 2011 occupancy rates by month.
8	Prospective Events by Market Segment Data: Competitive Set	Displays events by market segment.
9	Event History Data: Competitive Set	Reflects the primary cities that have hosted these events.