

Seamless meetings from start to finish

FS

Welcome

June 26, 2018

Dear Mr. Fossum,

Thank you again for this tremendous opportunity. On behalf of the entire staff at the Madison Marriott West, we are excited about the possibility of hosting your guests during the 2020 Tre Lag Stevne! We look forward to welcoming your attendees to our hotel and providing you the best service in the Madison area.

Attached is a profile of the level of service and commitment to excellence that you and your attendees can look forward to experiencing at the Madison Marriott West. The personalized, first-class service you'll receive comes from experienced employees, some whose loyalty extends beyond 28 years.

Mr. Fossum, I hope that you will agree that our property is the perfect place for your guests to stay. I will be in contact with you next week to answer any questions. In the meantime, please feel free to call me with any questions at 608-824-2717.

Thank you again for considering the Madison Marriott West!

Regards, Jim Strom, CMP Senior Sales Manager Email: jim.strom@atriumhospitality.com Phone: 608-824-2717

Introduction

Minutes from downtown, the University of Wisconsin and Epic Systems, the Madison Marriott West in Middleton offers a dynamic blend of convenience, outstanding service and welcome amenities that make your visit a delight. A luxurious, light-filled atrium hints at all that awaits: newly renovated, well-appointed guest rooms designed to meet the needs of business travelers, with free high-speed Wireless Internet access. Enjoy our Falling Water Cafe, with an eclectic American menu and stunning bar. Even a newly renovated fitness center, indoor pool and innovative Fit for You in-room exercise packages to keep you in shape. And when you're looking at hotels in Middleton to host an event, the Madison Marriott is the largest convention hotel in the area, with over 60,000 sq ft of flexible and accommodating space.

Event Details

Guest Room Commitment

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Date	Day	Hosp Suite	Standard Guestroom	Total Rooms
08/05/2020	Wed	1	70	71
08/06/2020	Thu	1	80	81
08/07/2020	Fri	1	70	71

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Start Date	End Date	Room Type	Rate
08/05/2020	08/07/2020	Hosp Suite	COMP
08/05/2020	08/07/2020	Standard Two Doubles	\$133.00

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Date	Start Time	End Time	Function Type	Set-Up Style	Expected	Function Space	Room Rental
08/05/2020	12:00 PM	11:55 PM	Special	Conference	12	Madison Board Room	

08/05/2020 12:00 PM	11:55 PM	Registration	Registration	1	Atrium Coat Room	
08/05/2020 12:00 PM	11:55 PM	Special	Special	1	Salons DE	\$750.00
08/05/2020 12:00 PM	11:55 PM	Exhibits	Exhibits	10	Monona	
08/05/2020 07:00 PM	09:00 PM	Meeting	Theatre	50	Salons FG	
08/05/2020 07:00 PM	09:00 PM	Meeting	Theatre	50	Salons AB	
08/06/2020 07:00 AM	11:55 PM	Special	Conference	12	Madison Board Room	
08/06/2020 07:00 AM	11:55 PM	Registration	Registration	1	Atrium Coat Room	
08/06/2020 07:00 AM	11:55 PM	Special	Special	1	Salons DE	
08/06/2020 07:00 AM	11:55 PM	Exhibits	Exhibits	10	Monona	
08/06/2020 07:45 AM	09:00 AM	Meeting	Rounds of 10	35	Middleton	
08/06/2020 08:00 AM	12:00 PM	General Session	Theatre	150	Salons FGH	
08/06/2020 11:00 AM	04:00 PM	Breakout	Rounds of 10	50	Greenway	
08/06/2020 01:00 PM	09:00 PM	Meeting	Theatre	75	Salons ABC	
08/06/2020 01:00 PM	09:00 PM	Meeting	Theatre	75	Green Bay/MKE/LaX	
08/07/2020 07:00 AM	11:55 PM	Special	Conference	12	Madison Board Room	
08/07/2020 07:00 AM	11:55 PM	Registration	Registration	1	Atrium Coat Room	
08/07/2020 07:00 AM	11:55 PM	Exhibits	Exhibits	10	Monona	
08/07/2020 07:00 AM	12:00 PM	Special	Special	1	Salons DE	
08/07/2020 09:00 AM	04:00 PM	Meeting	Theatre	100	Salons FGH	
08/07/2020 09:00 AM	04:00 PM	Meeting	Theatre	100	Salons ABC	
08/07/2020 09:00 AM	04:00 PM	Breakout	Rounds of 10	50	Greenway	
08/07/2020 06:00 PM	08:30 PM	Dinner	Rounds of 10	150	Salons DE	
08/08/2020 07:00 AM	12:00 PM	Registration	Registration	1	Atrium Coat Room	
08/08/2020 07:45 AM	09:00 AM	Meeting	Rounds of 10	35	Middleton	
08/08/2020 09:00 AM	12:00 PM	Meeting	Theatre	150	Salons FGH	

[Enlarge Grid](#)

In recognition of the combined guestroom and food & beverage revenue derived from your program we are excited to offer you the function space and vendor tables that you require on a complimentary basis!

In addition, the Hotel will extend the following concessions:

Complimentary use of the Hospitality Suite #226 for the duration of your events,
1 per 50 complimentary guestroom policy

An increase from our standard 10% allowable slippage to 15%, this percentage of allowable slippage would be applied to the performance of both the guestroom block and the F&B minimum.

Complimentary parking

10% AV equipment discount

Located in Greenway Station, we are surrounded by many different shopping and dining opportunities all within walking distance. If a guest prefers not to walk, allow our hotel shuttle to take you to and from your destination within Greenway Station, or take the Middleton Trolley, which is free to ride! The Middleton Trolley picks up and drops off throughout the afternoon and evening from our Conference Center entrance and makes a large loop through the City of Middleton with many stops at additional shops and restaurants.

By the time of your events in 2020 our hotel will have just completed a full hotel renovation! This renovation includes all guestrooms, public spaces and meeting spaces throughout the hotel.

Clauses/Disclaimers

Catering Minimum

Prices quoted in this proposal are based on a minimum of \$4000.00 in catered food and beverage revenue.

Tax & Service Charge, Rooms

Hotel's room rates are subject to applicable state and local taxes (currently 13.5%) in effect at the time of check-out.

Tax & Service Charge, Function Space

All meeting room, food and beverage, and related services are subject to applicable taxes (currently 5.5%) and service charge (currently 23%) in effect on the date(s) of the Event.

Space Commitment

The Madison Marriott West is currently not holding space for the 2020 Tre Lag Stevne. Should you wish to move forward with an agreement and place the space on hold, *please contact me*.

Attachments

MadisonMarriottWestInformation&CapacityChart- [MadisonMarriottWestInformation&CapacityChart.pdf](#)

Reference Number: M-CLNKW5I

The pricing reflected in this proposal is effective until July 13, 2018. After that time, the business will be reassessed based on the Hotel's rate and overall availability.

[Next](#)

Jim Strom, CMP

Senior Sales Manager Email: jim.strom@atriumhospitality.com Phone: 608-824-2717