



# Connect Spring Marketplace

by informa •••

Copy and paste the information below and share it with your boss.

Hi [Boss's Name],

I'm requesting approval to attend Connect Spring Marketplace April 14-16 as a hosted buyer because it delivers a clear return in cost savings, efficiency, and partner value, while requiring minimal investment from the company.

Because I would be attending as a hosted buyer, my flight, hotel, and the majority of meals are covered, meaning I can meet with vetted suppliers from across the U.S. and Canada at **virtually no cost to the business**. This alone represents significant savings compared to sourcing, traveling to, or hosting individual partner meetings throughout the year.

From an efficiency and bandwidth perspective, Connect functions as a one-stop marketplace. In just three days, I can complete what would normally take a month or more of calls, demos, research, and travel. Fewer flights, fewer meetings spread across the year, and fewer hours spent researching vendors means **more time back to focus on our core priorities and execution**.

As we continue to operate under pressure to **do more with less**, Connect also removes a major workload from my plate. All suppliers are pre-vetted and aligned with event industry needs, allowing me to significantly reduce the time spent on independent research while still identifying high-quality, cost-effective partners.

Even with existing partners in place, this event adds value. It provides:

- An **efficient way to strengthen and future-proof** current partner relationships
- **Exposure** to new suppliers and solutions we may not otherwise consider
- **Direct insight** into how peers and competitors are approaching cost savings, technology, and execution

Beyond partnerships, Connect offers a live, practical masterclass in best practices—from emerging event technology to smarter sourcing and cost-saving strategies. I'll return not just with contacts, but with immediately applicable ideas we can use to **elevate our events and processes**.

I'm happy to provide a post-event recap outlining key takeaways, partner recommendations, and opportunities we should pursue to ensure we maximize the value of attending. Given the minimal cost and the high potential return in savings, efficiency, and strategic insight, I'm confident this is a smart investment for both my role and the company.

Thank you for considering,

[Your Name]