



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

Hi [Boss's Name],

I'm requesting approval to attend Connect Winter Marketplace 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 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.

What makes Connect Winter Marketplace especially valuable is its **intentional focus on the New York and D.C. meetings markets**. Rather than navigating a broad national marketplace, the experience is built around the destinations, suppliers, and opportunities most relevant to planners doing business in these markets. That means I can spend less time filtering through options and more time building relationships with partners aligned with where we're actively doing business or looking to grow.

From an efficiency and bandwidth perspective, Connect functions as a one-stop marketplace. In just two days, I can accomplish what would normally require weeks of calls, research, and individual meetings. Fewer trips, fewer meetings spread throughout the year, and fewer hours spent researching vendors means **more time back to focus on our core priorities and execution**.

The smaller, focused format also makes those conversations more intentional. With a concentrated group of buyers and suppliers, there's more opportunity to go beyond introductions, discuss actual business needs, and build relationships that can continue well beyond the event.

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, destinations and solutions** relevant to the New York and D.C. markets
- **More focused conversations** with partners relevant to our business needs
- **Direct insight** into how industry peers are approaching sourcing, cost savings and event execution

Beyond partnerships, Connect Winter Marketplace offers practical education and peer-to-peer insight that I can bring back to our team. I'll return not just with contacts, but with new ideas, market knowledge, and immediately applicable takeaways 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 targeted potential return in savings, efficiency, and strategic relationships, I'm confident attending Connect Winter Marketplace would be a valuable use of both my time and the company's resources.

Thank you for considering,
[Your Name]