



# 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 supplier because it offers a strong return on investment through accelerated relationship-building, pipeline development, and competitive market insight that would be difficult to replicate through traditional outreach.

Connect is specifically designed to facilitate **high-value, pre-scheduled meetings with qualified buyers** who are actively sourcing partners. Instead of months of prospecting, follow-ups, and low-conversion outreach, this format allows for concentrated, face-to-face conversations that move relationships forward quickly. In just a few days, I can advance discussions that would otherwise take a quarter or more to develop.

From a revenue and growth standpoint, this event supports:

- **Pipeline acceleration:** Direct access to decision-makers shortens sales cycles and creates near- and long-term opportunities.
- **Stronger partner relationships:** In-person meetings build trust faster than virtual touchpoints, increasing our likelihood of repeat and expanded business.
- **Higher-quality conversations:** Buyers attend with clear needs, budgets, and timelines, improving efficiency and conversion potential.

Connect also delivers strategic value beyond immediate sales. It provides **real-time insight** into:

- What buyers are prioritizing right now
- How competitors are positioning themselves
- Emerging trends in sourcing, pricing, and expectations

This intelligence helps us refine our messaging, offerings, and go-to-market strategy so we remain **competitive and relevant**.

From a professional development perspective, attending strengthens my ability to represent the company at a higher level. I will deepen my industry relationships, sharpen my sales and partnership skills, and I can bring back actionable insights that benefit the

broader team. This directly supports my growth while increasing the value I deliver in my role.

To ensure accountability, I will provide a post-event recap outlining meetings held and opportunities identified, key buyer feedback and market insights, and recommended next steps for pipeline and partnerships

Given the concentration of qualified leads, relationship depth achieved, and strategic insight gained in a short time frame, I believe attending Connect Spring Marketplace is a smart, results-driven investment in both company growth and my effectiveness within my role.

Thank you for your consideration,  
[Your Name]