



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

Hi [Boss's Name],

I'm requesting approval to attend Connect West as a supplier because it offers a strong return on investment through **targeted relationship-building, pipeline development, and regional 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 creates concentrated, face-to-face conversations that can move relationships forward quickly.

What makes Connect West particularly valuable is its **intentional regional focus**. The smaller, targeted marketplace brings together buyers and suppliers with a shared interest in doing business within the region. Rather than sorting through a broad national audience, I can focus my time on buyers whose business needs are more relevant to our market and our goals.

From a revenue and growth standpoint, this event supports:

- **Pipeline acceleration:** Direct access to decision-makers can shorten sales cycles and create near- and long-term opportunities.
- **More targeted prospecting:** A regionally focused audience means less time identifying relevant prospects and more time building relationships with buyers who align with our business.
- **Stronger partner relationships:** In-person meetings create opportunities to deepen existing relationships and uncover new or expanded business.
- **Higher-quality conversations:** Pre-scheduled appointments provide dedicated time to understand buyers' needs, showcase what we can offer and identify opportunities to work together.

The focused format also delivers strategic value beyond immediate sales. It provides **real-time insight** into what buyers in the region are prioritizing, what they need from partners, and how their sourcing expectations are evolving.

That regional intelligence can help us better understand the market, refine our approach, and identify opportunities we may not uncover through traditional prospecting alone.

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

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 buyers, **regional relevance**, and relationship depth achievable in a short time frame, I believe attending Connect West is a smart, results-driven investment in both company growth and our presence within the market.

Thank you for your consideration,
[Your Name]