



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 supplier because it offers a strong return on investment through **targeted relationship-building, pipeline development, and 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 Winter Marketplace particularly valuable is its **intentional focus on buyers from the New York and D.C. meetings markets**. The smaller, targeted marketplace creates concentrated access to planners doing business in these key areas. Rather than prospecting across a broad national audience, I can focus my time on buyers whose business needs are more relevant to our market and our growth 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 concentrated New York and D.C. 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 these markets are prioritizing, what they need from partners, and how their sourcing expectations are evolving.

That market intelligence can help us better understand opportunities within New York and D.C., refine our approach, and uncover business we may not reach 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, **New York and D.C. market relevance**, and relationship depth achievable in a short time frame, I believe attending Connect Winter Marketplace is a smart, results-driven investment in both company growth and our presence within these key markets.

Thank you for your consideration,
[Your Name]