

eTourism Marketplace

Copy and paste the information below, and share it with your boss (or even if you are boss).

Dear (Manager's name)

I am excited to inform you that our company has been selected as one of the top travel industry suppliers to meet with leading DMO leaders at the eTourism Marketplace from November 20th - 22nd in Washington D.C. I am writing to seek your approval for our participation in this exclusive marketing leadership event. I strongly believe that this conference presents a valuable opportunity for skyrocketing our business in the travel industry, enhancing our networking with industry marketing leaders, and delivering a significant return on investment for our company. The registration fee is \$4,950.

Key Benefits of Attending eTourism Marketplace:

1. **Exclusive Networking and Direct Selling Opportunities:** During the event, we will have the opportunity to meet with up to 35 DMO leaders from across North America, with dedicated face-to-face time. This show allows for 1-1 direct selling opportunities with top decision-makers in the DMO world.
2. **Strategic Timing:** Connect eTourism is perfectly timed as DMO leaders are currently vetting new agencies, tech tools, and advisors to include within their 2025 budgets. This is the ideal moment to establish long-term strategic relationships with the best in the industry.
3. **Limited Availability and High Impact:** This is an exclusive show with limited availability for travel industry suppliers. The exclusivity of this event enhances its value, ensuring that our participation will stand out among a select group of top suppliers.
4. **Qualified DMO Attendees:** We are hosting qualified DMO applicants from the US and Canada, all at the director level or higher, with a maximum of 50 DMO leaders. Each DMO has been carefully vetted based on size, budget, and location to ensure a diverse and influential mix of participants, all of whom are considering new partnerships.
5. **Thought Leadership Panels:** In addition to direct selling opportunities, we have the chance to attend DMO thought leadership panels. These sessions will provide valuable insights from some of the brightest minds in the industry, equipping us with cutting-edge tools and intelligence to enhance our marketing strategies.
6. **Unmatched ROI:** The potential return on investment for this event is substantial. With the capability to accomplish a year's worth of business in just 2.5 days, the \$4,950 registration fee is an investment that will likely pay for itself many times over. The concentrated, high-quality interactions with DMO leaders are designed to drive significant business growth.

In summary, attending the eTourism Marketplace is an unparalleled opportunity to elevate our business, forge valuable industry connections, and gain actionable insights that will drive our marketing strategies forward. I am confident that our participation will contribute significantly to our company's growth and success.

Thank you for considering my request. I look forward to discussing this further and answering any questions you may have.

Best,

(Your Name)