

# Connect

Copy and paste the information below, and share it with your manager.

Dear [Manager's Name],

I am writing to respectfully request your support and approval to attend Connect Sports at Connect Marketplace 2024, scheduled to take place from August 27-29 in Milwaukee, WI. I strongly believe that this conference presents a valuable opportunity for both my professional growth and our company's overall return on investment.

Connect Sports at Connect Marketplace is where sports business gets done. As North America's largest sports tourism industry event, Connect Marketplace encourages exploration through an experience designed by activity to help you find more of what you're looking for. At this conference, I'll have the opportunity to meet with thousands of destination marketing organizations, hotels, resorts, venues, facilities, sporting event organizers, meeting & event planners, and more. During 10+ hours of education sessions I'll be able to discover emerging trends, strategies for growth, and a better way to produce and launch sporting events. On Connect's dynamic trade show floor, I'll be able to explore the most innovative event solutions and trends. Connect Sports at Connect Marketplace is at the intersection of sporting events and business.

Here are several reasons why my attendance at Connect Sports at Connect Marketplace will be beneficial to both myself and our company:

1. **Networking Opportunities:** I will have the opportunity to meet one-on-one with vetted suppliers, venues, and facilities from across the globe in one convenient location. Through these marketplace appointments, I can expand our professional network, establish valuable partnerships, and identify potential opportunities for collaboration, thereby increasing our company's visibility and potential for growth.
2. **Professional Development:** Connect Marketplace offers a comprehensive educational program featuring a wide range of workshops, panel discussions, and keynote presentations led by industry experts. These sessions are designed to enhance knowledge and skills across various aspects of our industry. By attending, I will have the opportunity to deepen my expertise, acquire new strategies, and stay up-to-date with the latest sports event industry developments. This knowledge will undoubtedly contribute to my professional growth and enable me to bring valuable insights back to our company.
3. **Return on Investment:** Connect Marketplace boasts an impressive lineup of exhibitors, showcasing cutting-edge products, services, and solutions relevant to our business. By exploring these exhibits, I can evaluate potential tools or resources that could enhance our operations, improve efficiency, and drive ROI.

All that is required of me to attend is your permission and a refundable \$200 deposit. Connect will arrange and pay for the cost of my flight, hotel, and the majority of my meals and transportation. Upon my return, I

will gladly share a comprehensive report summarizing the key insights, ideas, and actionable recommendations I have gained from the conference.

Thank you for considering my request. I genuinely believe that attending Connect Sports at Connect Marketplace will significantly contribute to my professional development and ultimately benefit our company. I look forward to the opportunity to represent our organization at this prestigious event. Should you require any additional information or have any questions, please do not hesitate to contact me. I appreciate your time, consideration, and ongoing support.

Sincerely,  
[Your Name]