

Connect

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

Dear [Manager's Name],

I am writing to seek your approval and support for my attendance at Connect Sports at Connect Marketplace 2024, scheduled to be held from August 27-29 in Milwaukee, WI. This event presents an exceptional opportunity for our company to enhance our visibility, forge valuable partnerships, and ultimately drive significant growth.

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.

1. **One-on-One Meetings:** At Connect Sports at Connect Marketplace, I will have the exclusive opportunity to engage in one-on-one meetings with key decision-makers looking for our specific event solutions, venues, or facilities. These marketplace appointments offer a focused and efficient way to present our solutions directly to potential clients, discuss their specific needs, and tailor our offerings to meet their requirements. By securing these meetings, we can accelerate the sales cycle and maximize our conversion rates.

2. **Career-Defining Connections:** Connect Sports at Connect Marketplace brings together over 1,000 qualified buyers, representing a wide spectrum of sports organizations and industries. By participating in this event, I aim to make strategic connections that can have a transformative impact on our business. Building relationships with industry leaders and influencers can open doors to new opportunities, expand our network, and position our company as a trusted partner in the sports event industry.

3. **Game-Changing Partnerships:** Connect Sports at Connect Marketplace serves as a catalyst for fostering meaningful partnerships between suppliers and buyers. By engaging with potential clients in a collaborative and interactive setting, we have the opportunity to explore synergies, co-create innovative solutions, and establish long-term partnerships that drive mutual success. These partnerships not only enhance our market presence but also contribute to our growth and sustainability in the long run.

4. **Showcasing Cutting-Edge Solutions:** The dynamic trade show floor at Connect Sports at Connect Marketplace provides a prime opportunity for us to showcase our cutting-edge event solutions and facilities to a highly targeted audience of sports event planners. By demonstrating

the value and capabilities of our products/services in person, we can generate interest, generate leads, and differentiate ourselves from competitors. Additionally, participating in the trade show elevates our brand visibility and reinforces our position as a leader in the sports event industry.

I assure you that my participation in Connect Sports at Connect Marketplace will be a prudent investment for our company, with the potential to yield substantial returns in terms of revenue growth, market expansion, and brand recognition.

Thank you for considering my request. I am confident that attending Connect Sports at Connect Marketplace will position us for success and enable us to capitalize on valuable opportunities within the sports event industry. Should you require any further information or have any questions, please feel free to reach out to me. Your support in this matter is greatly appreciated.

Sincerely,
[Your Name]