

# 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 North 2026, scheduled to take place from January 26-28, 2026, in Pittsburgh, PA. I strongly believe that this conference presents a valuable opportunity for both my professional growth and our company's overall return on investment.

Connect North is renowned for providing industry professionals with the time, resources, and support they need to conduct meaningful business. At this conference, I'll have the opportunity to meet face-to-face with relevant Northern suppliers, network with like-minded peers, and gain regional insights from thought leaders.

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

1. **Networking Opportunities:** I will have the chance to meet one-on-one with suppliers from the North in one convenient location. Through these marketplace appointments and networking opportunities, I can expand our professional network and establish valuable partnerships. Connect North is deliberately kept intimate, meaning I'll have the opportunity to engage thoughtfully with each attendee.
2. **Professional Development:** Connect North offers a comprehensive educational program featuring workshops and panel discussions led by industry experts. These sessions are focused specifically on the Northern region, providing regionally relevant insights into trends and challenges in the industry.
3. **Return on Investment:** Connect North is a reverse-style trade show that focuses on event professionals planning and sourcing events in the Northern region. By meeting with these professionals during marketplace appointments, I can evaluate potential tools or resources that could enhance our operations, improve efficiency, and drive ROI.

All that is required for 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 North 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]