

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 North 2026, scheduled to be held from January 26-28, 2026 in Pittsburgh, PA. This event presents an exceptional opportunity for our company to enhance our visibility, forge valuable partnerships, and ultimately drive significant growth.

Connect North is renowned for providing industry professionals with the time, resources, and support they need to get business done. At this event, I'll have the opportunity to meet face-to-face with relevant buyers in the Northern region, network with like-minded peers, and gain region-specific insights during focused education sessions. Here are several reasons why my attendance at Connect North will be beneficial to both myself and our company:

1. **One-on-One Meetings:** At Connect North, I will have the exclusive opportunity to engage in one-on-one meetings with key decision-makers and event professionals planning and sourcing events in the North. These curated meetings 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 North brings together over 70 qualified buyers, representing a wide spectrum of organizations and industries in the North. 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 industry.
3. **Game-Changing Partnerships:** Connect North serves as a catalyst for fostering meaningful partnerships between suppliers and buyers. By engaging with potential clients in a collaborative and intentional setting, we can explore synergies, co-create innovative solutions, and establish long-term partnerships that drive mutual

success. These partnerships not only enhance our market presence in the North but also contribute to our growth and sustainability in the long run.

I assure you that my participation in Connect North 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 North will position us for success and enable us to capitalize on valuable opportunities within the 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]