

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 South 2025, scheduled to be held from November 17-19 in Fort Worth, TX. This event presents an exceptional opportunity for our company to enhance our visibility, forge valuable partnerships, and ultimately drive significant growth.

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

1. **One-on-One Meetings:** At Connect South, I will have the exclusive opportunity to engage in one-on-one meetings with key decision-makers looking for our specific event solutions and offerings. 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 South brings together over 80 qualified buyers, representing a wide spectrum of organizations and industries in the south. 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 event industry.
3. **Game-Changing Partnerships:** Connect South serves as a catalyst for fostering meaningful partnerships between suppliers and buyers. By engaging with potential clients in a collaborative and interactive 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 south but also contribute to our growth and sustainability in the long run.

I assure you that my participation in Connect South 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 South 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]