

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 Texas 2024, scheduled to take place from November 20-22 in Frisco, TX. I strongly believe that this conference presents a valuable opportunity for both my professional growth and our company's overall return on investment.

As the number one conference for event professionals, Connect Texas 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 suppliers in Texas, network with like-minded peers, and gain region-specific insights by learning from thought leaders who understand the market in Texas.

Here are several reasons why my attendance at Connect Texas 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 from all parts of Texas in one convenient location. Through these marketplace appointments, I can expand our professional network and establish valuable partnerships with suppliers in our region. Connect Texas is deliberately kept intimate, meaning I'll have the opportunity to engage meaningfully with each attendee.
2. **Professional Development:** Connect Texas offers a comprehensive educational program featuring a wide range of workshops and panel discussions led by industry experts. These sessions are laser focused on the Texas market, providing insights on local trends and challenges in the industry.
3. **Return on Investment:** Connect Texas is a reverse-style trade show that focuses on event professionals planning and sourcing events in Texas. 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 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 Texas 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]