

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 West 2024, scheduled to take place from November 6-8 in Los Angeles, CA. I strongly believe that this conference presents a valuable opportunity for both my professional growth and our company's overall return on investment.

Connect West 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 on the west coast, network with like-minded peers, and gain region-specific insights during focused education sessions.

Here are several reasons why my attendance at Connect West 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 the west coast in one convenient location. Connect West is deliberately kept intimate, meaning I will be able to engage meaningfully with every attendee.
2. **Professional Development:** Connect West offers a comprehensive educational program that focuses on local trends and challenges, allowing me to learn from industry thought leaders who understand our market.
3. **Return on Investment:** Connect West is a reverse-style trade show that focuses on event professionals planning and sourcing events in the western region. By meeting with these suppliers 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 West 2024 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]