

# 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 West 2025, scheduled to be held from October 27-29 in Lake Tahoe, CA. This event presents an exceptional opportunity for our company to enhance our visibility, forge valuable partnerships, and ultimately drive significant growth.

Connect West 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 Western region, 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. **One-on-One Meetings:** At Connect West, 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 West. 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 West brings together over 70 qualified buyers, representing a wide spectrum of organizations and industries in the West. 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 West serves as a catalyst for fostering meaningful partnerships between suppliers and buyers. By engaging with potential clients in a collaborative and intentional setting, we have the opportunity to 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 West, but also contribute to our growth and sustainability in the long run.

I assure you that my participation in Connect West 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 West 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]