

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

Connect Winter Marketplace is renowned for providing industry professionals with the time, resources, and support they need to conduct business. At this conference, I'll have the opportunity to meet face-to-face with relevant suppliers, network with like-minded peers, and gain regionally relevant insights from thought leaders.

Here are several reasons why my attendance at Connect Winter Marketplace will be beneficial to both myself and our company:

1. **Networking Opportunities:** I will have the chance to meet one-on-one with suppliers from Washington, D.C. and beyond in one convenient location. Through these marketplace appointments and networking opportunities, I can expand our professional network and establish valuable partnerships. Connect Winter Marketplace is deliberately kept intimate, meaning I'll have the opportunity to engage meaningfully with each attendee.
2. **Professional Development:** Connect Winter Marketplace offers a comprehensive educational program featuring workshops and panel discussions led by industry experts. From case-studies, panels, and keynotes led by some of the industry's highest performers, I will walk away with the insights, ideas, and inspiration needed to plan impactful events.
3. **Return on Investment:** Connect Winter Marketplace is a reverse-style trade show that focuses on event professionals planning and sourcing events in Washington, D.C. and beyond. 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 for 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 Winter Marketplace 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]