<Date>

Dear <**Supervisor’s Name**>,

This letter serves as a formal request to attend Connect 2021, Aug. 30 – Sept. 1, in Tampa, Florida. The Connect Marketplace is one of the premier events for the meetings and events industry, and this annual conference provides attendees with a variety of business development opportunities. Connect attendees return home to their offices with an average of 7.8 new leads and they’ll also be offering a variety of educational and networking experiences that can be directly applied to <**INSERT functional area**>. I am seeking support for expenses incurred in travel, registration, and meals as appropriate.

If supported to attend the Connect Marketplace, I, as well as the department, would benefit in innumerable ways. I would be able to:

* Research, request, and conduct more than 25 pre-scheduled 1-on-1 meetings with event planners that would make for ideal partners.
* Choose from dozens of education sessions across functional areas, competency and cutting-edge research that will supplement my current trainings and afford me the opportunity to bring back innovative ideas to help me and the rest of the team with our goals.
* Access informative sessions and speakers that would reduce the time and cost of additional research that would normally occur within <**INSERT DEPARTMENT NAME**>.
* Rejuvenate my professional purpose as I learn and grow in an inclusive and sales focused environment.
* Increase my skills and levels of competency that I can return and reinvest to <**INSERT COMPANY**> through career development and competency-based programming.
* Connect with colleagues and get involved in best practice sharing conversations about our work through involvement to serve our department better.

I truly believe providing me the opportunity to engage in and contribute to Connect 2021 will make our organization better and would love to further discuss specific sessions or topics that would best benefit the work we do.

The full price for registering for Connect is $4,450 and there is no need to exhibit, purchase a booth, etc. The total estimated costs associated with attending the 2021 Connect Marketplace is **<$XXXX>.**

Attending the 2021 Connect Marketplace would grant me the opportunity to network and share our story with a vast number of meeting planners while in Tampa. Connect would be a phenomenal investment not only in the leads that I’ll return with, but also in my education and professional growth and the further development of our overall brand. The full days of sales opportunities would be a beneficial use of my time and departmental resources due to all the energy and new knowledge I could bring back to our team.

I would be happy to share with you and the information from the sessions I attend and additional learning upon my return.  I look forward to the opportunity to positively represent <**INSERT INSTITUTION**> and thank you for your consideration!

Sincerely,

<**YOUR NAME HERE**>