

Dear _____,

Re: *Conex: The Content Experience 2018*

I'm writing to ask for approval to attend a content marketing conference to further my professional development. The conference is called [Conex: The Content Experience](#) and takes place **August 20-22, 2018 in Toronto, Canada**. The event is highly educational and includes two full days of sessions and hands-on training in an environment where I can learn about the latest trends, technologies and methodologies from marketers around the world. It's the one conference that brings together the entire community of content experience experts and digital marketing thought leaders. At a total cost of about \$ _____, it's the most cost-effective way to ensure that we're getting the most from content marketing investments and should result in immediate ROI.

In particular, I'd like to focus on finding solutions or best practices that could benefit these projects:

- [add project or initiative]
- [add project or initiative]
- [add project or initiative]

In addition to the educational sessions, I will also have the opportunity to interact with industry experts and get ideas from best-in-class marketers that I can leverage across the projects I am running this year. Additionally, there will be Technology and Service Partners onsite, which means that within just 48 hours I can walk away understanding the marketing technology landscape and the opportunities that exist for our business. .

Here's an approximate breakdown of conference costs:

Airfare	\$ _____
Transportation (<i>round trip taxi from airport to hotel</i>)	\$ 80
Hotel (<i>2 nights at \$230 USD</i>)	\$ 460
Meals (<i>2 days at \$50</i>)	\$ 100
Registration Fee	\$ _____
Total	\$ _____
**Registration fee includes all materials, breakfast & lunch daily, and access to session recordings and PowerPoint slides post conference.	

I'm currently working on ways to reduce expenses, including hotel discounts, ride sharing, and meals with vendors. I can schedule a post-conference meeting with you to provide you with a summary of all the major takeaways and tips I learned to maximize our current investments. I can also share relevant information with key personnel throughout the company.

Thank you for considering this request. I look forward to your reply.

Regards,

Pricing Structure for Reference:

Early Bird / Dec 15 - Feb 15	\$ 499
Early Standard / Feb 16 - April 30	\$ 599
Standard / May 1 - June 30	\$ 699
Late Standard / July 1 - August 20	\$ 899
On-Site / August 21 - 22	\$ 1099