

Dear _____,

Re: *Conex: The Content Experience 2019*

I'm writing to ask for approval to attend a dynamic marketing conference to further my professional development. The conference is called [Conex: The Content Experience](#) and takes place **August 20-22, 2019 in Toronto, Canada**. The event is highly educational and includes a tactical workshop day, as well as two full days of keynote and breakout sessions to promote actionable learning and conversation on how marketers are creating & owning the content experience. Conex is the one conference that brings together the entire community of marketers including digital marketing, account-based marketing, demand generation, and content marketing. At a total cost of about \$ _____, it's the most cost-effective way to ensure that we're getting the most from our 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>)	\$ 120
Hotel (<i>2 nights at \$223 USD</i>)	\$ 450
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:

	Premium Class Pass (Access to all keynote and breakout sessions from August 21-22)	First Class Pass (Offers complete access to workshops on August 20th & full conference days August 21-22)
Early Adopter / January 1-31	\$399	\$549
Super Early Bird / February 1-28	\$449	\$649
Early Bird / March 1-30	\$499	\$749
Early General / April 1-30	\$599	\$899
Late General / May 1-31	\$699	\$999
Late / June 1-30	\$799	\$1,099
Super Late / July 1-31	\$899	\$1,199
Last Minute / August 1-20	\$999	\$1,299