

Dear _____,

Re: Conex: The Content Experience 2019

I'm interested in attending Uberflip's fourth annual Conex: The Content Experience from **August 20-22, 2019 in Toronto, Canada.**

The conference includes a full workshop day led by Vidyard, Uberflip, and Convince & Convert as well as various sessions and keynotes conducted by CEOs, senior directors, strategists, and others who specialize in all types of B2B marketing.

Conex is not a user conference. It is a unique B2B event focused on uniting marketers from digital, demand generation, content marketing, and more, encouraging them to transform and own the content experience.

Each speaker is an expert in their field, equipped with years of experience spearheading wildly effective campaigns. They'll be providing real-world examples of such campaigns and overhauls, and delving into the strategies, tools, and methods that made them successful.

The sections below address the biggest concerns you may have about the value of attending Conex:

Expenses and ROI

The cost of \$1199 for a First Class Pass (with access to all sessions, workshops, and networking events) is well worth it as I'll be gaining new insights on driving engagement and conversions. We'll be making the most of our marketing investments and ROI as I'll be able to share these insights with our marketing and sales teams to implement into future campaigns and rejuvenate our current projects. In particular, I believe I can find solutions or best practices that will drive these projects:

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

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 the conference costs:

Airfare	\$ _____
Transportation (<i>round trip taxi from airport to hotel</i>)	\$ 120
Hotel (<i>2 nights at \$225 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.	

Conferences offer interesting general ideas but no concrete tips or new methods our team can put to use.

Conex is vastly different from other conferences. The sessions and workshops are all led by senior marketing professionals armed with real-world examples of successful campaigns and strategies. They're experienced in using owned media content to drive strategic value for your business, delivering the right content at the right time to target buyers and influencers, key trends bound to shape the future of content marketing. They also have the inside scoop on how the industry's most successful brands are boosting engagement and driving conversions.

Attending Conex requires spending too much time out of the office.

Yes, Conex spans three days, but each is jam-packed from morning to evening with back-to-back keynotes, focus sessions, workshops, and networking opportunities. Activities surrounding the conference are also sure to keep attendees focused on valuable networking opportunities and improving their marketing strategies so you never have to worry about a moment being wasted.

How does Conex compare to free online resources?

There are lots of great resources online, but nothing compares to talking strategy face-to-face or bouncing ideas off of CEOs, co-founders, and lead strategists with years of experience in the industry. In between sessions there are also opportunities to network with fellow attendees (about 28% of whom are director level or above) and gain unique insights. The workshop day will also provide interactive activities to maximize learning. In addition, I will be provided with notes summarizing each session and key takeaways to bring back to the office, which I can share with you and the rest of the team.

If cold hard facts are your concern, the seasoned professionals leading each session base their content on their years of experience, campaigns they've worked on, and extensive research. They are experts who are passionate about their work, innovative, and at Conex, accessible to attendees like me.

I'd be happy to schedule a post-conference meeting with you to provide a summary of all the major takeaways and tips I learned relevant to maximizing our current investments. I can also share relevant information with key personnel throughout the company to further our marketing efforts.

Thank you for your consideration. I look forward to your reply.

Regards,