To: [Insert Manager’s Name]  
From: [Insert Your Name]

**RE: The 2019 B2B Marketing Exchange**

I’m writing to request approval to attend the B2B Marketing Exchange event, which takes place Feb. 25-27, 2019 in Scottsdale, AZ. This is one of the few events in the industry with specific speakers and sessions addressing the challenges companies like ours are facing, and I’ve heard a lot of positive feedback from peers who have attended in the past.   
  
The three-day agenda is divided into six tracks that focus on many of the top core disciplines of B2B marketing: Content Strategy, Demand Gen, Sales Enablement, Digital Strategy, Channel Strategy and Account-Based Marketing.

Each of these will provide best practices and strategies that can help us achieve 2019 goals for generating marketing qualified leads, as well as helping to convert them into opportunities and revenue. The event features hands-on workshops, more than 20 case study from B2B organizations, as well as a Growth Curriculum designed to help scale our initiatives even further.

Some of the topics that will be covered throughout the event include how to:

* Move from monologue to dialogue with conversation content;
* Scale account-based strategies for success;
* Leverage existing content for sales enablement programs;
* Map content offers to specific buyer stages;
* Market within the deal to impact win rates
* Build deal acceleration and lead nurturing programs;
* Use intent data to identify target accounts; and
* Integrate social selling tools into the overall sales enablement strategy.

The conference’s keynotes will feature well-known industry speakers from top B2B brands including Google, 3M, Oracle, Siemens and many more.

I will plan to attend networking events and receptions, so that I can spend time with solution providers and test some of the latest, cutting-edge technology. I also think this is a great opportunity to network with the 1,000+ attendees, who are my peers in the B2B marketing industry, to share and glean best practices and advice.

In particular, I’d like to focus on finding solutions or best practices that could benefit these goals and projects for 2019:

* [add project or initiative]
* [add project or initiative]
* [add project or initiative]

**Here’s an approximate breakdown of conference costs:**

**Airfare:** $300-$500 (Depending on day/time purchased, departure location and frequent flyer miles!)  
**Transportation:** $80(Round-trip cab estimate to and from the airport)  
  
**Hotel:** $690 (For two nights, plus tax)  
**Meals:** $60 (If not less…several meals are provided during the event breaks and networking events!)   
  
**Registration Fee:** [Insert Cost]  
  
**Total:** [Insert Total]

I’m currently investigating ways to reduce expenses, such as researching discounts offered by the event sponsors on hotel rooms, transportation and meals.   
  
By attending the 2019 B2B Marketing Exchange, I anticipate that our content marketing, demand gen, marketing ops and sales teams will see exponential benefits. Here’s just a high-level snapshot of the anticipated value, which will help offset the costs:

Estimated Savings/Impact

Identifying Opportunities to Repurpose Content $2,500

Improved Results on Sales Enablement/Deal Support $1,500

Increased Reach via Buyer-Focused Messaging $2,000

Increased Reach via Social Amplification $1,500

I think this conference is of great value and since it is focused exclusively on B2B, it looks like there are a wide menu of real-world case studies that should give me actionable takeaways I can apply to our business.

Thank you for considering this request. I look forward to your reply and hope to book my trip soon to secure a seat.

Regards,

[Insert Your Name]