



Dear Immediate Supervisor/General Manager,

The Event & Arena Marketing Conference is an annual conference dedicated to professionals in the live entertainment industry ranging from marketing, publicity, promotions, group sales, live touring shows and arenas. Throughout the conference new trends and ideas are shared, and networking amongst industry leaders are provided in order to bring additional insight and know how to all members of the live entertainment industry. I believe my participation in this conference is critical to being able to bring new ideas to the table in order to reach our company's goals, as well as provide further professional development. I would like to request approval to attend.

The conference runs from June 6-9, 2012, in Vancouver, British Columbia at the Hyatt Regency Vancouver Hotel. I'll be amongst the 300+ industry professionals who attend each year to hear speakers discuss the latest industry topics, trends and challenges in the live entertainment industry. The four day conference will be highlighted by the 2012 keynote speaker, Peter Van Stolk, founder of Jones Soda and marketing guru. His session will be focused on innovative marketing and customer focused strategies. Stolk spoke at the 2004 conference in Toronto, Canada and is returning due to his popularity in exciting and energizing the attendees with creative and thoughtful strategies to incorporate into the live entertainment industry. Additional conference sessions and speakers will explore the various areas within the industry that have been making headlines throughout the year.

I also plan to attend the following sessions to strengthen my professional development. (List the sessions you plan to attend and indicate how they will benefit you and your organization.)

According to the attendee list, the following people are planning to attend that I think can help our organization:

A full agenda can be found at www.eventarenamarketing.com

The registration fee is \$499 (Early Bird registration up until March 31st), \$599 (April 1st to May 31st) and includes breakfast, lunch and evening events on Wednesday and Friday, all conference sessions and a conference notebook. The cost of a hotel room at the Hyatt Regency Vancouver with the room block is \$160 CAN per night up through May 1st. (Reservations after May 1st revert to the regular rate and are based on room availability.) I have found airfare for \$XXX. The total cost for me to attend is \$XXX and I feel the educational benefit and networking opportunities I would experience would more than make up for the cost to attend.

I look forward to bringing ideas and suggestions back with me to share with you and the rest of the team.

Sincerely,

(Your Name)