

Hello Mr. /Mrs. Manager,

Re: Marketing Nation Summit 2017

I’m writing to ask for approval to attend the marketing conference of the year, Marketo’s Marketing Nation Summit, April 23-26 2017 in San Francisco, CA. The Summit is three and a half days of learning; including best practices, hands-on training, and an environment where I can learn about the latest trends, technologies and methodologies from marketers around the world. It’s the one conference each year that brings together the entire community of Marketo experts and digital marketing thought leaders. At a total cost of about $**XXX**, it's the most cost-effective way to ensure that we’re getting the most from our Marketo investment 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 100+ breakout sessions with Marketo customers, partners, industry experts and influencer speakers, I will also have the opportunity to interact with Marketo employees. The opportunity to meet face-to-face with Marketo employees and build our relationship is invaluable, and something that I can leverage across the projects I am running this next year. Additionally, there will be 150+ Technology and Services Partners onsite, which means that within just 72 hours I can walk away understanding the marketing technology landscape and the investments we should make next year to innovate.

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

|  |  |
| --- | --- |
| Airfare: | $ XX |
| Transportation: (round trip taxi from airport to hotel) | $ 80 |
| Hotel: (3 nights at $319) | $ 957 |
| Meals: (3 days at $50) | $ 150 |
| Registration Fee\*\*: | $ 1195 |
| Training Fee: | $ 695 |
| Total: | **$ XXX** |

\*\*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 in Marketo. 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:**

September: $1195

October: $1195

November: $1395

December: $1495

January: $1595

February: $1695

March: $1795

April: $1895