[Your manager's name],

**POSSIBLE** is a new annual conference, from April 17-19 in Miami. It's a major gathering of the full marketing industry ecosystem, and is an opportunity for attendees to discuss strategy and gain insights about new industry challenges. It provides exclusive thought leadership across more than 100 sessions and 14 content tracks ... 125+ CMOs, VPs and industry thought‑leaders on stage ... proprietary research ... marketing masterclasses ... and hours of networking opportunities, all to grow my knowledge of our industry.

With your approval, I'd like to attend POSSIBLE**,** as an opportunity to support me in achieving my [insert your project(s) or initiative(s) for performance targets/lead gen/build pipeline/network/key learnings].

The facts:

* **Network with industry leaders:** At POSSIBLE, I’ll have the chance to connect with industry leaders, influencers, and experts from all [sectors of the marketing ecosystem](https://possibleevent.com/attendees/#attendees)
* **Discover cutting-edge technology:** The marketing landscape is constantly evolving, and POSSIBLE is where I’ll find the latest in marketing technology and tools, with a chance to get hands-on experience with [new products and services](https://possibleevent.com/expo-exhibitors/#exhibitors) that can help streamline our operations.
* **Gain insights from thought leaders:** The [brightest minds in marketing](https://possibleevent.com/speakers/) will gather to share their insights, expertise, and experiences with me. From keynote speakers to panel discussions, I’ll have the chance to learn from some of the most successful marketers in the industry and gain valuable insights that can help our company stay ahead of the curve.

POSSIBLE is where the most powerful conversations and connections will be happening. Here’s how it can take [your company] to new heights:

* **Harness the power of the biggest minds in marketing:** It’s a who’s who of marketing with CMOs from GM, TikTok, AT&T, DoorDash, Hyundai, Uber, Walmart to name a few. From established leaders to new challengers and from established giants to startups, this is the community that defines what’s next in the future of marketing.
* **Two days of efficient meeting planning:** By attending this show it will allow us to streamline months of meetings in just 2 days! Attendees include senior decision makers at companies we are targeting like x, y and z [check out attendee logos]
* **Opportunities for unexpected meetings and interactions at live events [face-to-face?]:** Because POSSIBLE brings everyone together, if we’re not here and our competitors are, it risks impacting our bottom line. Between sponsors, partners, and exhibitors, we need to come to meet with the marketing ecosystem and our customers and prospects.
* **Optimize our game plan:** With over 125+ speakers and 100+ partners and exhibitors, our customers and prospects will be here to learn about the future or marketing and will be seeking solutions and new partners.

**Here's the breakdown of conference costs:**

* Conference registration fee: $
* Hotel:
* Airfare:
* Other:

I'll bring back key takeaways to implement and share with our organization to strengthen our engagement, enhance efficiency and productivity, and impact our bottom line. I'll also provide you with a report on how I'll be able to apply what I learned and connect these learnings to our organization's short-term and long-term goals, marketing plan, budget, and strategic plan. I assure you that by attending this event, I'll provide added value to our company.

Thank you for considering my request. I look forward to your reply.

Best regards,

[Your Name]