Dear **<Insert Manager’s Name>,**

I would like your approval to attend ContentTECH Summit, Content Marketing Institute’s conference focused on content, technology and strategy. It is taking place May 31 – June 2, 2022 in San Diego.

The conference will give me a chance to connect with hundreds of marketing professionals like me who are interested in content, strategy and technology – something that no other event is offering in this focused way. This year’s event will show how the effective use of technology and better processes can help our strategic efforts to create, manage, deliver and scale our content and provide our customers with better digital experiences.

Here are a few other reasons I’d like to attend:

1. There will be hundreds of like-minded attendees, so we can network, brainstorm and learn together
2. Unique perspectives, case studies and success stories from industry thought leaders and marketing practitioners who understand our challenges
3. Inspiring keynotes that will reignite my passion and dedication to our company
4. Dozens of technology and marketing service providers that I can connect with to discuss our needs and pain points

The cost breakout is:

Pass: $xxx

Transportation: $xxx

Hotel: $xxx

TOTAL $xxx

The earlier I register, the lower the cost will be. When I return from ContentTECH Summit, I’ll share key takeaways, including those that we can implement immediately to maximize our marketing program and impact our bottom line. I know we’ll quickly recoup the investment you’ll be making by approving this request.

I appreciate your immediate attention to my request.

Regards,