Dear [insert recipient’s name],

I’m writing to ask for your approval to attend [IMPACT](https://www.mmaglobal.com/impact2019), a marketing conference hosted by the Mobile Marketing Association on March 5 – 6 in New York City. Given the emerging technologies happening with mobile and throughout the marketing industry, this event is expected to draw more marketers and agencies than ever before, and many brands have already registered over 20 marketers from their organizations.

Brands that have already registered include: *1-800-Flowers.com, American Eagle, American Express, AT&T, Calvin Klein, Campbell Soup Company, Colgate Palmolive, Crayola, Cuisinart, CVS Health, GSK, Johnson & Johnson, Lyft, McDonald’s, PepsiCo, Pfizer, Samsung, Coca-Cola, Unilever, Verizon, and* [*many more*](https://www.mmaglobal.com/impact2019/#attendees)*.*

This is a unique opportunity for me to connect with leading brands and innovators under one roof. The number of phone calls, emails and plane trips to meet with even half of these brands is exorbitant, and many of them might not even have time to take my calls. No other marketing event this year gives me this opportunity to showcase our expertise and generate leads like IMPACT.

In particular, I think attending this conference would benefit our company in multiple ways, including:

* [add project]
* [add project]
* [add project]

**Here’s an approximate breakdown of the event costs:**

Airfare: $ xxx

Transportation & Parking $ xxx

Hotel: $ xxx

Meals: $ xxx

Registration Fee: $ xxx

**Total: $ XXX**

Similar events are easily 3-4x as expensive, and IMPACT is known worldwide for having exceptional value as well as its learning opportunities throughout the mobile marketing industry.

Upon returning to the office, I’ll provide you with a summary of what I learned and will share relevant information with business leaders throughout the company. I will also have access to free Wi-Fi at the event, so I can check email and be available to the team as needed.

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

Regards,

[insert signature]