

Request to Attend DMA2012 In Las Vegas

Dear _____,

DMA2012 is taking place in Las Vegas this fall and I feel attending this event would be highly beneficial to refining and enhancing my marketing knowledge and abilities. In an effort to remain budget conscious, I wanted to provide you with an overview of the value of attending this event, and request approval early so I can take advantage of the lowest registration rates.

By attending, I will choose from over 100 sessions, presented by experts from household brands, and best practice technologies, who will talk about how they've tackled marketing challenges like campaign attribution, optimization models, channel integration, and real-time customer engagement.

The best of and how-to's of integrated marketing will be covered in the following nine concurrent tracks:

Acquisition & Lead Generation

Creative & Production

Real-Time & Trigger Marketing

Connected Customer Strategies

Direct & Digital Marketing Fundamentals

Cross-Channel Strategies

Data, Measurement & Attribution

Retention & Loyalty

Brand, Social & Content Marketing

Specialty Sessions and Labs: In addition to the sessions, there's a wealth of specialty sessions and one-day events like labs, roundtables, and forums covering a range of digital and direct channels, as well as pre-conference intensives and post-conference certifications.

High-Level Networking: I'll have the opportunity to make important connections at numerous networking and relationship-building events, with top executives and potential business partners.

Technology Prospecting: DMA2012 provides a segmented exhibit hall packed with hundreds of cost-effective technologies and solutions covering the whole spectrum of marketing channels, including social, mobile, and next generation technology. Bringing these vendors together under one roof offers a great opportunity to prospect new vendors in one place at one time.

An estimate of my travel costs to DMA2012 in Las Vegas are as follows:

Airfare \$

Hotel (from \$194 per night) \$

Meals \$

3-Day Conference & Exhibition Registration: \$1,499 (thru July 6) \$

Total \$

I am requesting approval now so that I can take advantage of early registration rates, a savings of \$300 by June 29. This allows me plenty of time to reduce my expenses by booking early to receive discounts on hotels and airfare.

Regards,