

**HARNESS THE POWER OF PRINT + DIGITAL MARKETING**

Dear **[your boss’s name]**

**The NEMOA Fall Summit is coming up from September 11–13,** and I’d like your approval to attend. There is no better event for learning about multi-channel direct marketing and connecting with industry peers in a non-selling environment. The NEMOA Summit offers unparalleled education and networking opportunities at an incredible value.

**Here are the top five reasons I should attend this summit:**

1. **I’ll learn from other marketers,** gaining insights into how they’ve found success with their print, digital, and retail marketing programs.
2. **I can connect directly with executives from other brands,** sharing challenges and finding solutions to overcome them.
3. **I’ll have ample opportunities to network** with suppliers who offer the latest innovative services that could have a positive impact on our company’s performance and revenue.
4. **I will bring back tools to help us evolve our marketing strategy** and enhance our entire organization.
5. **The summit is conveniently located in the heart of downtown Chicago,** making travel a breeze and minimizing my out-of-office time.

I’ve already looked at the summit line-up, and the keynote speakers, like **[speaker name from company name],** sound engaging and inspiring. The Think Tank Session and Case Studies are perfectly tailored to areas I’d like to learn more about. Sessions like **[session name from speaker name]** will offer valuable takeaways that I can put to work right away.

**By registering before August 9, I can save $250!** That would bring my total cost to just **[$XXX]** to attend this amazing summit—an incredible value when you see other events charging thousands of dollars just for registration.

Itemized costs

* Summit registration **[$XXX]**
* Travel expenses **[$XXX]**
* Hotel **[$XXX]**
* Meals **[$XXX]** (meals during the event are included in the registration fee!)

I can put together a report for the team when I get back to share what I’ve learned about current best practices, new technologies, and what’s working for other marketers. I want to make sure we get the most out of this opportunity!

Thank you,

**[your name]**

P.S. If you think this summit sounds interesting, we can send more people and **take advantage of the multi-person discount!**