**To**:

**From**:

**RE: Brand2Global Conference**

I’m seeking approval to attend the 2017 Brand2Global Conference in Silicon Valley, to be held October 2-3, 2017 at the Quadras Conference Center in Menlo Park, CA. The 2-day conference is focused on learning best practices in global branding, global customer engagement, and global digital media strategy. At a cost of $1475, it is a valuable investment aimed at helping me to improve our bottom-line marketing ROI.

In addition to the conference sessions featuring case study experiences from global marketing practitioners representing major international brands, Brand2Global Conference features an exhibition featuring industry-leading tool providers in marketing automation and localization and also offers networking sessions where I can discuss strategy and build relationships with other peers from around the world.

**Approximate Cost Breakdown:**

- 2-Day Main Conference Registration Fee:

Early Bird Rate: $ 1175

Standard Rate ($1450)

- Airfare / Taxi: $ xx

- Hotel: $ xx

 $ xx

**If I register during the Early Bird Period, I can save $300 off the Standard Registration Rate!**

Brand2Global Conference will provide great value to our company. I can listen and learn from respected marketers from major global brands as well as from business analysts and academics presenting cutting-edge research. I’ll network with other marketing experts from around the world and gain knowledge in managing global campaigns, global digital media and the global customer engagement.

Please let me know if you have any questions. I appreciate your consideration of this request and I look forward to your reply.

Kind Regards,