**Subject: Request for Approval to Attend the Northwest Event Show 2024**

Dear [Boss's Name],

I hope this message finds you well. While looking for opportunities to meet our goals of seeking innovative solutions and networking opportunities that can drive our team's success, I landed on this show I want to bring to your attention. It’s anupcoming event that aligns perfectly with our goals – the Northwest Event Show 2024, scheduled for April 3-4 in Seattle.

**Why Attend?**

The Northwest Event Show is not just another industry conference. It's a comprehensive platform for professionals who are involved in business events, event planning, marketing, and execution across various sectors. This year marks its 30th anniversary, and the show is being reimagined to include:

* **250+ Exhibitors**: Offering the latest in event technology, services, and solutions, spanning across two floors, including an experiential hall designed for hands-on learning.
* **Networking Opportunities**: With over 3,000 industry professionals expected to attend, the event promises unparalleled opportunities to connect with peers, thought leaders, and potential partners.
* **Educational Sessions**: The show will feature CEU-accredited sessions across three concurrent tracks, covering cutting-edge topics essential for our industry’s growth and adaptability.
* **Innovative Experiences**: Beyond traditional booths, the show incorporates interactive and immersive experiences, showcasing the latest trends and technologies in event planning.

**The Value for [Company Name]**

Attending the Northwest Event Show 2024 will enable us to:

1. **Discover New Tools and Technologies**: By exploring the latest innovations, we can enhance our event offerings and improve our operational efficiencies.
2. **Expand Our Network**: Building relationships with key industry players can open doors to new business opportunities and collaborations.
3. **Gain Competitive Insights**: Learning about emerging trends and strategies will keep us ahead of the curve, ensuring we remain competitive in our market.
4. **Enhance Professional Development**: The educational sessions offer a chance to deepen our knowledge and skills, directly benefiting our team’s capabilities and our company’s event strategies.
5. **Leverage Ongoing Networking Opportunities:** By having access to the event's dedicated platform, we'll be part of a 24/7/365 community, enabling us to build upon the connections established at the show. This means we can continuously engage with industry peers, foster partnerships with potential vendors, and have a persistent platform for collaboration and networking that can drive our business forward throughout the year.

**Investment and ROI**

The cost of attendance including the conference ticket, travel, and accommodation, amounts to [total estimated cost]. I believe the potential return on this investment, through the insights gained and the connections made, will significantly outweigh these expenses. Furthermore, acting before March 15th allows us to take advantage of early bird pricing, maximizing the value of our investment.

I’ve attached an outline of the sessions I plan to attend and the exhibitors I plan to visit. [attach session and exhibitor worksheet]

I am confident that attending the Northwest Event Show 2024 will equip us with the knowledge, tools, and contacts needed to elevate our events, delivering direct benefits to [Company Name]. I would be happy to compile and share a post-event report highlighting key takeaways, potential vendors, and actionable strategies we can implement.

Thank you for considering this request. I look forward to discussing it further and am happy to provide any additional information you may need.

Sincerely,

[Your Name]   
[Your Job Title]   
[Your Contact Information]