**Subject: Request for Approval to Attend the Northwest Event Show 2025**

Dear [Boss's Name],

I hope this message finds you well. While exploring opportunities to enhance our strategies, build meaningful connections, and stay ahead in our industry, I found an event I believe aligns perfectly with our goals—the **Northwest Event Show 2025**, scheduled for **March 26 & 27** at the **Seattle Convention Center**.

**Why Attend?**

The Northwest Event Show is a premier gathering for professionals in meetings, events, marketing, and hospitality. It’s designed to provide actionable insights, meaningful connections, and innovative solutions that directly benefit organizations like ours.

Here’s what sets NWES apart:

* **250+ Exhibitors**: Discover cutting-edge technologies, services, and solutions in the Exhibit Hall, featuring an experiential zone for hands-on learning.
* **Keynote and Educational Sessions**: Gain actionable insights from industry thought leaders, with multiple concurrent tracks designed to inspire innovation and growth.
* **Unmatched Networking Opportunities**: Join a community of over 3,000 industry professionals, including event planners, corporate leaders, and decision-makers.
* **Immersive Experiences**: Explore interactive and creative activations that showcase the future of events.

**The Value for [Company Name]**

Attending the Northwest Event Show 2025 will provide:

1. **Inspiration and Innovation**: Stay at the forefront of industry trends, technologies, and strategies that can enhance our events.
2. **Expanded Network**: Build relationships with potential partners, vendors, and clients who can elevate our business.
3. **Professional Growth**: Access sessions that develop skills, provide fresh ideas, and improve operational efficiencies for our team.
4. **Actionable Insights**: Learn from thought leaders and peer experiences to refine our strategies and gain competitive insights.
5. **Sustainability and Impact**: Engage with industry initiatives that align with our values, including the latest in sustainable event practices.

**Investment and ROI**

The cost to attend, including tickets, travel, and accommodations, is estimated at [total cost]. By acting before **March 1st** we can take advantage of **Early Bird pricing**, ensuring maximum value for our investment.

To maximize this opportunity, I’ve prepared an outline of the sessions I plan to attend and exhibitors I aim to connect with. [Attach session and exhibitor worksheet]

I am confident that attending NWES 2025 will empower us with tools, insights, and partnerships to deliver stronger, more impactful events that directly benefit [Company Name]. I would be happy to compile a post-event report, summarizing key takeaways, actionable strategies, and vendor recommendations.

Thank you for considering this opportunity. I look forward to discussing it further and answering any questions you may have.

Sincerely,

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