To: [Insert Manager’s Name]  
From: [Insert Your Name]

**RE: The 2025 B2B Marketing Exchange**

I’m writing to request approval to attend the 2025 B2B Marketing Exchange West event, which takes place Feb. 24 – 26 in Scottsdale, Arizona. This is one of the few events in the industry with specific speakers and sessions addressing the challenges companies like ours are facing, and I’ve heard a lot of positive feedback from peers who have attended in the past.   
  
The three-day agenda is divided into five tracks that focus on many of B2B marketing’s core disciplines: Content Strategy, Demand Generation, Sales Enablement, Go-To-Market Strategy and Account-Based Marketing.

Each of these will provide best practices and strategies that can help us achieve our 2025 goals for generating marketing qualified leads, as well as helping to convert them into opportunities and revenue. The event features access to hands-on workshops, roundtables, and case study session options from B2B organizations. The conference’s keynotes will feature well-known industry speakers, including Neil Patel, Morgan J. Ingram, and Roderick Jefferson.

I will plan to attend networking events and receptions, so that I can spend time with solution providers and test some of the latest cutting-edge technology. I also think this is a great opportunity to network with more than 1,000 of my peers in the B2B marketing industry to share and glean best practices and advice.

The theme of this year’s #B2BMX West event is “Building Bridges, Breaking Barriers.” As we look to build our 2025 marketing strategy, I want to walk away from this event with recommendations on how we can strengthen cross-departmental collaboration, break down silos that hinder our campaigns, and implement innovative strategies to better engage our target audience. By attending #B2BMX West, I aim to bring back actionable insights and proven tactics from industry leaders that will drive measurable results, boost our marketing ROI, and ensure our 2025 strategy is ahead of emerging trends and challenges in B2B marketing.

Specifically, I’d like to focus on finding solutions or best practices that could benefit these goals and projects for 2025:

* [add project or initiative]
* [add project or initiative]
* [add project or initiative]

**Here’s an approximate breakdown of conference costs:**

**Airfare:** $300-$500 (Depending on day/time purchased, departure location and frequent flyer miles)  
**Transportation:** $80(Round-trip cab estimate to and from the airport)  
  
**Hotel:** $439/night (For two nights, plus tax & fees)  
**Meals:** $60 (If not less… several meals are provided during the event breaks and networking events!)   
  
**Registration Fee:** [Insert Cost]  
  
**Total:** [Insert Total]

I'm proactively seeking ways to minimize expenses, and if we register in a group of 3 or more, we can save an additional 30% on passes.  
  
Given the reputation of this event and the content provided, I am confident that attending will equip me with actionable strategies for our 2025 goals. The potential value we can apply to our revenue generation activities, from repurposing content to improved sales enablement, far outweighs the costs.

Thank you for considering this request. I look forward to your reply and hope to book my trip soon to secure a seat.

Regards,

[Insert Your Name]