Dear **<Insert Manager’s Name>,**

I would like your approval to attend Content Marketing World 2014, the Content Marketing Institute’s annual conference and the industry’s largest gathering of content marketing professionals. It is taking place September 8-11 in Cleveland, OH.

The conference will give me a chance to connect with over 2,000 interactive, content marketing, communications, SEO and social marketing professionals. Plus, I’ll gain unique perspectives from business experts and thought leaders from the leading companies around the world.

Two full days of the conference are dedicated to keynotes, over 45 breakout sessions, *and* multiple tracks of programming from which to focus my attention. With speakers citing specific examples of content marketing success, I know I will be able to apply my learnings, and make sure we’re getting the most out of our own marketing plans.

Along with speakers from Kraft, Facebook, LinkedIn, Cisco Systems and Microsoft, Oscar award-winning actor Kevin Spacey will be delivering the closing keynote. There will be over 100 speakers with whom I can learn and network.

Plus, I’ll have the chance to meet with a number of marketing technology and marketing service providers who will be showcasing their solutions during the event, meaning I can come back with even more ideas of how we can be more efficient *and* effective.

I’ve broken down the approximate cost of my attendance at Content Marketing World 2014 from Monday to Thursday, September 8-11 below:

Airfare: $xxx
Hotel: $xxx
Conference: $1295
**Total:** $xxx

Upon my return from Content Marketing World 2014, I will share key takeaways, including those that we can implement immediately and maximize our marketing program and impact our bottom line.

Thank you for your consideration of this request. The Content Marketing Institute has negotiated various discounted rates at local Cleveland hotels, starting from $152.00 a night, if I book my hotel early. Therefore, I appreciate your immediate attention to my request.

Regards,