

**To:** Whom it May Concern,

**Possible Subject Line:** Request to attend The L.A. Office's 2018 Brand Partnership Forum

I would like to request approval to attend The L.A. Office's 2018 Brand Partnership Forum, being held October 10-13, 2018 at the Hutton Hotel in Nashville, TN. This is a unique conference with content focusing on marketing partnership trends, challenges and opportunities within 7-9 promotion friendly industries. Only client-side marketers may register, creating a unique opportunity to spend quality time with peers in both the entertainment and brand marketing communities.

As far as marketing conferences go, the attendees at this event are all potential marketing partners from both the entertainment & brand communities. Here's a list of just 10 of the 100+ companies that will be represented:

**\*\*Head over to our Forum site to look at our most recent attendee logo cluster, and choose the companies that most make sense for your industry: [www.laoffice.com/Forum](http://www.laoffice.com/Forum).\*\***

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In addition to relevant content and networking, if I register now, not only do I get to take advantage of the Alumni rate (\$200 off), but I will also be benefitted and additional discount of \$100 for my first time registering.

Additional information can be found at [www.laoffice.com/Forum](http://www.laoffice.com/Forum).

Here's an approximate breakdown of event costs:

- Hotel: \$285 per night + taxes and fees (3-nights, suggested)
- Meals: INCLUDED
- Full Conference Registration Fee: \$1,895
  - -\$200 Alumni Discount (special offer)
  - -\$100 Early Registration Discount
- **Total:** \$2,450 + hotel taxes and fees + travel

I'll be sure to share a summary of major takeaways, potential opportunities, and recommendations to optimize our approach in the marketing partnership community.

Thank you for considering this request. I look forward to your reply.

Regards,

(Insert Name/Signature Here)