

Exhibitor Summit & Sponsorship Showcase

September 4-6, 2024

San Antonio, Texas



Dear _____,

It would benefit _____ if I could attend the Exhibitor Summit & Sponsorship Showcase being conducted by the National Cattlemen's Beef Association in San Antonio, Texas September 4–6, 2024. I'm asking for approval to attend this event, which will provide me with exhibitor/sponsor trends, best practices, the latest strategies, case studies, new solutions and more.

As you know, Trade Show marketing is continuously changing. It's not just a booth on a Trade Show floor, and more important than ever that I stay current to ensure our marketing efforts are effective. At the Exhibitor Summit, I can get the information I need from leading Trade Show professionals, NCBA convention experts, convention center staff, and various suppliers who will be sharing their expertise.

Specifically, my attendance would allow me to:

- Find ways to reduce booth costs and obtain tools for making the most of exhibiting
- Gain more familiarity with the San Antonio area, its hotels and off-site venues
- Secure information about meeting, event or reception sites for our customers or team
- Find ways of standing out on the Trade Show floor
- Get the latest inside information about CattleCon 2025
- Create mutually-beneficial relationships with other exhibitors
- Reserve valuable sponsorships on-the-spot
- Find ways of standing out on the Trade Show floor
- Receive information on early access to CattleCon 2025 housing block and registration

In addition, the following projects I help manage would directly benefit from my attendance at the conference:

At this annual event, I will be able to network while developing and expanding our company's Trade Show abilities. As a participant, I will also have access to all speaker presentation slides after the event, which I can share. And, of course, I will provide a summary of my learnings, new ideas and major takeaways on my return. WiFi is provided during the conference. I will be able to check e-mail and be available as needed during Exhibitor Summit.

Given the competitive nature and specific skill requirements of Trade Show marketing, the ROI on this opportunity is significant. Here's an approximate breakdown of the Exhibitor Summit's costs:

Airfare:

Transportation:

Hotel:

Meals: Two (2) Breakfasts, One (1) Lunch, Two (2) Dinners Included

Registration Fee: Included Complimentary

Total:

The opportunity to grow, network and improve our company's Trade Show marketing efforts make my attendance at the Exhibitor Summit & Sponsorship Showcase a good investment. I welcome the chance to visit with you at your convenience about this opportunity and look forward to your decision. Thanks for your consideration!

Sincerely,