

Dear \_\_\_\_\_,

Re: 24<sup>th</sup> Annual Healthcare Marketing & Physician Strategies Summit

I'm writing to ask for approval to attend a healthcare marketing conference to further my professional development. The conference is called the [Healthcare Marketing & Physician Strategies Summit](#) and takes place **May 21-23, 2019, in Chicago, IL.**

The Summit is considered the premier conference for senior-level marketing, strategy, digital, and physician relations executives from hospitals, health systems, medical groups, and academic medical centers nationwide. Through keynote sessions, more than 50 concurrent sessions across 6 tracks, and hands-on workshops, I'll have the opportunity to learn about the latest trends, technologies, success strategies, and solutions for tackling today's most important marketing challenges. At a total cost of about \$\_\_\_\_\_, it's the most cost-effective way to ensure that we're getting the most from our marketing investments and should translate into ROI.

In particular, I'd like to focus on finding solutions or best practices that could benefit these projects:

- 
- 
- 

In addition to the educational sessions, I'll have the chance to interact with industry experts and get ideas from best-in-class marketers that I can leverage across the projects I am running this year. Plus, I'll be able to meet with technology and service providers who will be showcasing their solutions onsite, which means I'll come back with even more ideas for advancing our online and offline marketing, communication, and physician relationship efforts.

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

Airfare \$ \_\_\_\_\_  
Transportation (round trip taxi from airport to hotel) @ \$90 from Midway; \$120 from O'Hare  
Hotel (x nights at \$265 USD) \$ \_\_\_\_\_  
Meals \$ \_\_\_\_\_  
Registration Fee (see rates at bottom of letter) \$ \_\_\_\_\_  
Total \$ \_\_\_\_\_

\*\*Registration fee includes all materials, breakfast daily, one networking lunch, two evening receptions that include food, and access to session recordings and PowerPoint slides post conference.

I'm currently working on ways to reduce expenses, including hotel discounts, ride sharing, and meals with vendors.

I can schedule a post-conference meeting with you to review all the major takeaways and tips I learned to maximize our current investments. I can also share relevant information with key team members throughout our organization.

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

Regards,

Pricing Structure for Reference

Early Registration Rates:

Current Forum Member

\$1,095

Joining Member (Includes one-year Forum membership, \$225 value)

\$1,320

Non-Member (Does not include membership)

\$1,350

Pre-Summit Strategy Session

\$110