



Copy and paste the information below and share it with your boss.

Hi [Boss's Name],

I'm requesting approval to attend Connect Medical because it offers something that can be difficult to find at a broader industry event: **dedicated access to professionals who understand the unique needs, challenges, and opportunities of medical meetings.**

Connect Medical brings together planners and suppliers from across the country for an experience intentionally focused on this specialized segment of the meetings industry. That focus means the conversations, connections, and education are built around the realities of medical meetings, creating a more relevant environment for building relationships and identifying new opportunities.

At the center of the experience are **pre-scheduled, one-on-one appointments** between qualified buyers and suppliers. Because both sides come to the table with an understanding of the medical meetings space, these conversations can go beyond introductions and get directly into business needs, capabilities, and potential opportunities to work together.

That focused format provides value through:

- **More relevant connections:** Meet professionals who actively work within or support the medical meetings industry.
- **Purposeful one-on-one conversations:** Dedicated appointments create time to discuss real needs, challenges and opportunities without competing for attention on a crowded show floor.
- **Industry-specific insight:** Learn how others are navigating the requirements, expectations and evolving priorities shaping medical meetings.
- **Stronger relationships:** Build a network of peers and partners who understand the nuances of this specialized market.

The value extends beyond the appointment schedule. Connect Medical creates a community where conversations can continue through education and networking,

providing opportunities to exchange ideas, learn from others facing similar challenges and better understand what both planners and partners need to create successful medical events.

Rather than spending time filtering through a broad industry audience, I can focus on **connections and conversations directly relevant to medical meetings**. I'll return with new relationships, a stronger understanding of the market, and actionable ideas and opportunities that can benefit our business.

Given the concentration of relevant professionals and the opportunity to build meaningful relationships through dedicated one-on-one time, I believe attending Connect Medical would be a valuable investment in both our industry presence and future business opportunities.

Thank you for your consideration,
[Your Name]