[Your company logo]

[Your program dates]

Hello [insert Manager’s name]

IMEX is the leading event industry show. It’s the one place and time where I can be certain I’ll be able to meet the most senior and influential event industry professionals and suppliers. If I had to pick just one event to attend this year it would be IMEX (October 8-10, Mandalay Bay, Las Vegas).

It's where the global event industry comes together not just to do business and forge new contacts, but also to keep up with trends, research and event innovations.

It’s totally free, and I’ll be supported by the IMEX team every step of the way. Below are just some of the reasons why I should attend:

* Pre-booked business meetings plus countless networking opportunities
* Opportunity to join immersive education sessions, with many EIC CMP (Certified Meeting Professional) and/or ICCA Skills accredited, and/or ILEA CSEP (Certified Special Event Professional) approved
* Freedom to organize my own travel and claim a reimbursement (up to the banding limits)
* Complimentary four to five-star accommodations to fit my program dates during the show
* Unrivaled service and support before, during and after the event, at no cost to our company

As part of a hosted buyer group, the approximate cost for me to attend IMEX America will be:

Registration: Zero  
Airfare: Zero  
Hotel: Zero  
Meals:   
Other expenses:  
Total cost:

You can learn more about IMEX America at [imexamerica.com](http://www.imexamerica.com)

Thank you for your time. I look forward to hearing from you.

[signature]