

Past attendees know the benefit of attending a SAMA global conference, with 95% of last year's rating the conference as "excellent" or "very good." But you still need to build the business case to gain your boss's approval to attend a SAMA conference in 2020. Please feel free to use the attached letter to let your manager(s) know how attending a 2020 SAMA conference will help you and your company achieve your business goals next year.

Just copy-and-paste into an email message and edit as necessary. See you in San Diego!

SUBJECT: Re: Attending the Strategic Account Management Association Annual Conference

EMAIL BODY

Dear [_____]

I am writing to obtain your approval to attend the SAMA Annual Conference May 18-20, 2020, in San Diego. I have reviewed last year's materials, as well as speakers, session topics and networking opportunities for this year's conference, and I feel confident my attendance would produce strong ROI in terms of specific, actionable insights related to **[insert your organizational priorities]**.

One of the best features of SAMA's conferences is its inclusion of sessions led by practitioners from companies of world renown, companies who have "been there, done that" and whose best practices and lessons learned we can seek to emulate. To give you an idea of the caliber of presenting companies, last year's conference featured speakers from **[choose the 5-7 most compelling: GE Healthcare, 3M, Mayo Clinic, STMicroelectronics, Boehringer Ingelheim, DHL, Hewlett Packard, Columbia University, Air Liquide, Medtronic, Zurich Insurance, Honeywell, Emerson Automation Solutions, SAF-Holland Group, IBM, Solecta, Cisco, Janssen Oncology, Sherwin-Williams, Cox Automotive, Premier Inc., McKinsey, Hilton, AVI-SPL, ERIKS North America, Procter & Gamble, Pfizer, TÜV SÜD, Ecolab, Abbott Diagnostics, Johnson Controls, TEVA Pharmaceuticals]**.

SAMA refreshes its roster of speakers and session topics to keep ahead of shifting trends, so I feel confident the conference will offer a valuable mix of foundational and "next" knowledge. Likewise, the conference draws speakers and attendees from every imaginable industry, so I anticipate gaining insights that are directly applicable to our specific industry challenges.

I expect my attendance will allow me to bring fresh ideas and perspective to the following projects/initiatives: **[name some]**.

I've investigated other professional development options, and I've determined SAMA's conferences offers the best value. The conference includes:

- More than 50 breakout sessions facilitated by world-renowned thought leaders



- Three hours of keynote presentations from C-suite executives and other big-picture thinkers, covering emerging trends in strategic account management
- Streamlined access to technology vendors I believe may be able to help us with [insert something specific]
- Almost limitless networking opportunities with a who's who of thought leaders in the realm of managing customers more strategically.

Here is my back-of-the-envelope breakdown of the cost for me to attend:

Airfare: \$XXX

Transportation (between airport and hotel): \$30

Hotel: ~\$600

Meals (most but not all included in conference registration): \$150

Registration Fee: Please see table below for registration rates. Email membership@strategicaccounts.org if you are not sure of your membership status. Register before Jan 31 2020 to lock in your Early Bird seat!

Membership Level	Early Bird (expires 31 Jan 2020)	Full price
Corporate Member	\$2195	\$2595
Individual Member	\$2395	\$2795
Non-Member	\$2595	\$2995

Total \$X,XXX

Thank you sincerely for your consideration.

