

## Hosted Planner- Advantages of Attending a Connect Event

(Name of planner's company) will profit from my attendance at Connect. The appointment-only, reverse-style trade show and conference has been proven to be an efficient use of time by accomplishing in one to two days what has previously taken months of research.

I will meet with preselected **suppliers** including representatives from CVBs and hoteliers, all with a high probability of providing the ideal venue for the following upcoming events:

1. ....
2. ....
3. ....

**Educational sessions** are accredited and will assist with professional growth, as they keep up with the latest meeting developments. I will receive great business advice from speakers.

I will make new connections through dedicated **networking** opportunities

### How the Connect hosted-planner program works:

- Pay a \$200 deposit and complete the registration form.
- If applicable, Connect will book and pay for your flight, at no cost to you.
- If applicable, Connect will book and pay for your hotel room, at no cost to you.
- Conference meals will be provided during general sessions and networking events.
- Attend your preselected Marketplace appointments: one-on-one, six-minute appointments with destination representatives.
- Receive your \$200 deposit refund on-site, as long as all appointments are attended.

I have included a chart detailing some of the business needs of our organization in general and my objectives in particular and how my attendance at Connect Marketplace can help me meet these needs and objectives.

*Make a chart of your own; edit and add the information, and present it along with your letter and expense form to your manager.*

Organization's Need:	My Objective:	Connect Marketplace offers...
Plan for upcoming events	<b>Meet and source suppliers quickly and efficiently</b>	<ul style="list-style-type: none"> <li>• I have access to 50-100+ U.S. meetings industry suppliers at Connect Marketplace.</li> <li>• Participation at the show gives me face-to-face time with the people who can make decisions and provide all the services I need to make our events and meetings innovative and successful</li> <li>• The Connect Marketplace appointment system allows me to select who I need to see and book time with them getting real business done. It makes my time at the show productive and efficient</li> </ul>
Engage with current and potential suppliers	<b>Make new connections that could lead to future business</b>	<ul style="list-style-type: none"> <li>• All industry sectors are represented at Connect Marketplace: CVB's, major hoteliers, cruise lines and transportation, destination management companies and service providers.</li> <li>• Discovering new destinations and new technology companies combined with networking opportunities with vendors provides new inspiration and fresh ideas for our future meetings and events.</li> </ul>
Share and learn best practices	<b>Participate in a wide range of networking opportunities with industry experts and peers</b>	<ul style="list-style-type: none"> <li>• Throughout the course of the three days there's time dedicated to networking and special events, so I'll have a chance to connect with other professionals in the industry.</li> <li>• I will be able to develop my relationships and contacts, exchange with other colleagues and business experts both inside and outside of our industry and take back innovative ideas that I can implement in my next meeting</li> </ul>
Access to the latest meeting and event industry trends	<b>Attend Education Sessions</b>	<ul style="list-style-type: none"> <li>• All education sessions are free to attend</li> <li>• Connect Marketplace education sessions cover numerous topics, in a range of formats to spark interest and to match the methods that suits attendees' learning best.</li> </ul>

		<ul style="list-style-type: none"> <li>• The speakers are sourced from the best in and out of the industry, including well-known personalities and knowledge leaders.</li> <li>• See samples of the education sessions <a href="#">here</a>.</li> </ul>
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<b>Knowledgeable workforce</b>	Take part in relevant and strategic professional development sessions	<ul style="list-style-type: none"> <li>• <b>Many sessions carry CMP and CEU points for continued learning and professional development certification</b></li> </ul>
<b>ROI</b>	<b>Do months worth of preparation in 1-2 days</b>	<ul style="list-style-type: none"> <li>• Connect Marketplace is a productive use of time and the information gathered and contacts made will actually save time and money in the future.</li> <li>• The Connect Marketplace hosted planner program covers my travel, accommodations and meals allowing me to take advantage of all these benefits at almost no cost to the company.</li> </ul>