

# Sample Document: *Justify Your Attendance*

Adapt the Message for Your Event's Attendees and Use it to Justify Your AAR Attendance

**Instructions:** Simply copy and paste the document into an email or Word® document and fill in the highlighted portions. This document summarizes the value that attending AAR provides not only to you as an event marketing professional, but also to your entire organization.

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**Subject: Request to Attend Attendee Acquisition Roundtable, <date>**

Dear **<Decision Maker Name>**,

Lippman Connects is producing the next Attendee Acquisition Roundtable (AAR) on <date> at <location>. AAR offers one full day of sharing best practices, creative brainstorming, and peer networking. It is highly regarded by event marketers from both association and independents, many of whom return at least once a year and recommend it to their colleagues. I would like to request approval to attend because it will broaden and update my attendee marketing skills as well as provide new ideas to find, attract, and retain qualified attendees.

Facilitated by Sam Lippman, each AAR ([lippmanconnects.com/aar](http://lippmanconnects.com/aar)) is designed to serve a small group of qualified event marketing professionals. There are no presentations and no vendor pitches. Every AAR agenda is tailored to the specific needs of the attendees and the events they represent.

By attending I'll receive:

- **Over 10 hours of learning.** I will spend the entire day with my peers sharing best practices and addressing challenges. Sam Lippman will give me the opportunity in advance to select the issues that are most relevant to our marketing efforts. I plan to highlight these topics: **(Select 3 topics from among these or add your own: loyalty programs, social media, attendee research, mobile technologies, list development, marketing automation, web sites, brand messaging, co-marketing, and video applications).**
- **Valuable peer networking.** I will be able to forge professional relationships with other attendee marketers whom I can consult as new challenges arise. Having a set of qualified event marketing advisers will continue to deliver value long after AAR is over.
- **Subject matter experts.** I'll also have access to subject matter experts from Exhibit Surveys, CompuSystems, MDG, asp, *Trade Show Executive*, and Visit Orlando; I will be able to get answers to my questions about the latest capabilities in social media, research, marketing, registration systems, and leveraging our exhibitors, sponsors, and speakers.
- **Attendee Acquisition Metrics & Practices Study.** I will receive more than 20 pages of exclusive research by Lippman Connects and Exhibit Surveys that will help our organization make more informed marketing choices over the following 12 months. Exhibit Surveys will present key findings and answer questions.
- **AAR Resource Book.** I will receive the *Attendee Acquisition Roundtable Resource Book*. Filled with helpful tips, expert guidance, and useful suggestions on attendee research, web development and design, marketing and branding, advanced marketing services, exhibitor co-marketing, and more, the *Resource Book* is a valuable reference that I will bring back to the office.

- **Roundtable Notes.** All of the excellent ideas shared by the attendees throughout the day are recorded by AAR staff. After the event, Lippman Connects organizes these ideas into a set of AAR Notes. I will receive a copy of this document that I can retain and share.

## Costs

The approximate investment for my attendance is as follows **(complete the information as appropriate)**:

Travel costs:	\$ _____
Accommodation (1 night*):	\$ _____
Meals (breakfast and lunch are included with your registration):	\$ _____
Registration (\$375†):	<b>\$375</b>
Total cost to attend:	\$ _____

*\*Rates at nearby hotels in Washington, DC range from \$189-450/night.*

*†The registration fee is only \$275 for the second attendee from our organization.*

## Payback: Our ROI

The insights will learn by attending AAR will help us find, attract, and retain qualified attendees. Indeed, even one new idea can pay off many times over in reduced marketing costs and more attendees.

When I return from AAR, I will compile a short presentation covering key take-aways, additional notes, new contacts made, and a proposal for implementing new ideas that will benefit our event. I will also make all AAR materials available to my colleagues.

To respond fully to the AAR advance questionnaire and carefully plan my schedule, I need to register before **<date>**, so I appreciate a quick response. Thank you for your consideration. Additional AAR information is at [lippmanconnects.com/aar](http://lippmanconnects.com/aar).

**[Add standard sign off]**