

Dear < Insert your Manager's name > ,

I would like to request permission to attend IBTM World, the leading global event for the meetings, events and incentives industry, from 1st-3rd December 2020 in Barcelona.

Attending IBTM World would give me the opportunity to meet brand new suppliers from around the world, discover the latest industry trends and innovations, plus I can take advantage of networking opportunities with industry peers.

The IBTM World Hosted Buyer programme offers a variety of VIP benefits which covers most of my expenses at the show including travel (Fully Hosted Buyers) and accommodation (Fully and Semi Hosted Buyers). In return, I will conduct face-to-face meetings with highly relevant suppliers, based on my personal criteria I provide the IBTM team.

I would receive a personalised diary with my pre-scheduled appointments in for the 3 days, allowing me to conduct my meetings in a productive and efficient way. These meetings will give me the opportunity to discover and build relationships with hoteliers, CVBs, and other industry service providers – significantly reducing the research and travel time this would normally take.

In addition to the pre-scheduled meetings, there are exclusive networking opportunities for buyers, a vast array of education sessions delivered by industry experts and cutting-edge event technology to experience on the show floor.

Once I return from IBTM World, I will be able to share my experiences and learnings with you and the team.

Please also see further documents with more information about IBTM World's flexible attendance options including a breakdown of cost savings that are covered to attend and a plan for the ROI that specifically meets our business goals and objectives.

Please let me know if you need further information. Thank you for your consideration.

Kind regards,

< Insert your name here >