

**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 30th Nov -2nd December 2021 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 >**



My rationale for attending IBTM World 2021 is to benefit from the face-to-face business meetings, networking opportunities, education, as well as getting inspired to help me plan for my upcoming events. *Enter the details of your upcoming events and/or meetings:*

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

I am planning to meet the following new suppliers to source products and/or services for my upcoming events.   
*Choose the most relevant exhibitors from the* [*IBTM World exhibitor list*](http://www.ibtmworld.com/exhibitor-directory/)

1. ……………………………………………………………………………………………………………………………………………
2. ……………………………………………………………………………………………………………………………………………
3. ……………………………………………………………………………………………………………………………………………
4. ……………………………………………………………………………………………………………………………………………

In addition, I am also planning to meet with the following existing suppliers my organisation uses.

*Find the suppliers that are at IBTM World in the* [*exhibitor list*](http://www.ibtmworld.com/exhibitor-directory/) *and give reasons why you want to meet with them.*

1. ……………………………………………………………………………………………………………………………………………

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There are a wider range of networking opportunities at IBTM World, which allow me to re-connect with industry peers and suppliers.   
Choose the [networking events](http://www.ibtmworld.com/Programme1/events-features/Networking-events/) at IBTM World that are the most relevant to you.

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