



Hi

In an effort to help _____ become the leader/cement its lead in _____, I would like to formally request approval to attend the SubSummit 2021 conference in Dallas, TX on September 21-23.

SubSummit is the world's largest direct-to-consumer subscription conference, gathering thousands of subscription professionals and industry leaders. The event will educate me on the latest industry trends, connect with brands _____ could work or partner with, and learn actionable insights from renowned speakers that can be applied and have an immediate impact on our company's growth.

5 Reasons This Investment is Worth It:

FIND REAL SOLUTIONS TO OUR TOP CHALLENGES. SubSummit 2021's sessions will teach strategies that our peers and competitors are implementing, uncover how other brands are tackling issues similar to the ones we are facing, and highlight proactive solutions to problems we might encounter in the future.

MEET AND LEARN FROM TRENDSETTERS. SubSummit speakers, attendees, and exhibitors are at the forefront of the industry. This is a great opportunity to find out how they stay ahead of the curve, and how they plan on keeping it that way. Listening to those leaders will enable me to bring back proven practices that we can quickly implement and benefit from.

NETWORKING. I'll make new connections with peers and learn how they are managing common challenges. Additionally, I will meet potential partners, suppliers, and new

employees who could help us with _____.

SEIZE NEW OPPORTUNITIES. _____ must be able to keep up with the latest trends to make an impact on _____. SubSummit's

"Shaping the Future" theme will allow us to predict where online retail is headed, especially following the recent shift in consumer buying habits caused by the pandemic. Attending this conference will enable me to highlight the key areas of opportunity we need to exploit as a team so that we can grow as an organization.

INCREASE _____'S REVENUE & EFFICIENCIES. The skills learned at SubSummit will be immediately beneficial for our entire team upon my return. I'll be able to provide our team with the tools and the know-how to _____.

implement strategies that can help us grow efficiently and set ourselves up for success for the year ahead.

What it will cost:

1. Conference: \$
2. Housing: \$
3. Transportation (flight + on the ground): \$
4. Food: \$
5. Miscellaneous: \$

I hope you will consider my request and grant me approval to attend. Thank you for your consideration.

Sincerely,