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***Are you a first-time partner, or has it been a while since you partnered with SHM and need help explaining why your organization should attend SHM Converge 24?***

***Copy and paste the email below to share with your manager.***

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**Subject Line:** Why I must attend SHM Converge 2024 in San Diego, CA

Hi [NAME],

I’m writing to request approval to attend SHM Converge 2024, the world’s premier hospitalists education and networking conference, being held April 12-15, 2024, at the San Diego Convention Center in San Diego, California. *[If previous SHM Converge exhibitor or sponsor: We last attended SHM Converge XX years ago, and this year feels like the optimal time to return and ensure our brand is promoted with their nationwide hospitalist audience.]*

Being on-site at the event will allow me to experience two full days of engagement, relationship-building, and networking with one of our key and target audiences. The Engagement Arena will serve as one of the main hubs for attendee interaction — providing gamification, meet-up opportunities, additional learning opportunity locations, and break/meals spaces for attendees. Their partner schedule will also allow for me to partake in Business-to-Business (B2B) as well as Business-to-Consumer (B2C) networking. I’ll also be able to experience their immersive and interactive Engagement Arena and all it has to offer first-hand. Additionally, they are offering partners various sponsorship opportunities that will be incorporated throughout the conference experience. If budget allows for us to participate as an exhibitor as well as being a sponsor, we will truly have the best opportunity to successfully inform attendees of our organizational presence and maximize our ROI across the full event experience.

As you know, about XX% of our budget has historically been spent on professional development and events. More than ever, it’s important that as a team we maximize our investment.

I’d like to focus on speaking with hospitalists regarding solutions or new information that we have available as part of these internal initiatives:

* [add project or initiative]
* [add project or initiative]
* [add project or initiative]

In attending the conference, I will have an opportunity to interact directly with SHM’s thought leaders, hospitalists at varying levels of their careers, and experts that can directly play key roles through partnership for our organizational success. This event is the most impactful way to see how SHM and its audience can help us accomplish our meetings, projects, and events goals. Having face-to-face interaction with SHM Converge 24 attendees will assist us in learning how to best bring our organization, careers, and offerings quickly and effectively to hospitalists.

**Here’s an approximate breakdown of the preliminary conference costs:**

*Airfare: $X
Transportation: $30 approx.*

*Hotel: $X*

*Registration Fee for Exhibits: $X*

*Registration Fee for Sponsorship: $X*

*\*SHM partners with Freeman Services for Exhibitor Services & CVENT for optional Lead Retrieval services. Specifics and fees for desired services will be available in late Fall 2023.*

***Total****: $X*

After the event, I’ll submit an executive summary report with key industry takeaways, and a set of recommendations to maximize our total event program.

Thank you for considering my request. Please let me know if I have sign-off to attend this valuable event, as the earlier I solidify my travel arrangements, the more cost effective they will be! I look forward to your reply.

Thank you,
 [NAME]