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Draft Template: Email to Manager

Subject: Request to attend INTA's 2020 Annual Meeting & Leadership Meeting

Dear [Manager's name],

I would like to request approval to register and attend the International Trademark Association's Annual Meeting & Leadership Meeting, November 9-20, 2020. This is the Association's first-ever, all-virtual Annual Meeting. The Annual Meeting is the world's largest and most dynamic gathering of brand owners, and trademark and related intellectual property (IP) professionals, and features unparalleled industry-specific education and networking opportunities. (The Leadership portion is for member volunteers, like myself.)

As you may know, INTA is a global association of brand owners and professionals dedicated to supporting trademarks and related IP to foster consumer trust, economic growth, and innovation. Members include nearly 6,500 organizations from 185 countries, representing more than 34,000 brand owners, legal professionals, and academics.

This year's Annual Meeting & Leadership Meeting is different than previous years—and attendance is more important than ever given the current challenges in the field. Due to the global COVID-19 pandemic, INTA has transformed its renowned in-person event into an all-virtual meeting on a robust, innovative, and secure platform. In addition, in consideration of economic circumstances, the cost to attend is significantly lower.

[Based on my past attendance at this event] [Based on what I have heard from respected colleagues], I am certain that my participation in the Annual Meeting will be a valuable experience for me and a smart investment for our [company][firm][agency].

The Meeting offers the opportunity to:

Participate in the most influential IP meeting of 2020

INTA's Annual Meeting is historically the go-to meeting of the year; this year, being virtual allows the Association to transcend border lockdowns and introduce new, innovative features, while ensuring the safety of all registrants.

Get a great value at a great price

The opportunities to learn, network, and develop business comes at much lower cost than past meetings. INTA has significantly reduced the registration fee, eliminated traditional fees for "add on" sessions such as workshops and Table Topic discussions, and introduced special pricing for multiple registrations from the same organization. Of course, a virtual meeting also negates the additional expenses for travel and hotel accommodations.



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Build my network and be part of the global community

I will be able to meet, share contact details, and set appointments with current and potential business associates from around the world through an AI-empowered appointment system. Offerings include Speed Networking, Table Topics, and one-on-one or group meetings, including those for Corporate Members to meet with outside counsel, and interact with exhibitors. **There are already registrants from over 85 countries!**

Gain valuable knowledge

During numerous cutting-edge educational sessions, available live and/or on demand (many qualifying for CLE/CPD points), I will gain insights and practical tips that I can immediately incorporate into my daily practice and share with colleagues.

Customize my own program

I can choose from **over X sessions**, 12 tracks on timely topics, and unlimited networking opportunities based on my needs, interests, and schedule! Plus, I get access to all sessions on-demand for three months after the Meeting! The spreading out of programming over 10 days plus the on-demand feature can allow me to accommodate work responsibilities during the event.

I am seeking your support of my attendance, at the all-inclusive registration fee.

After the Annual Meeting & Leadership Meeting, I will share what I have learned, including ideas we can implement to enhance brand value, expand our global footprint, and prepare us for the future. I will also work to grow our networking and take advantage of the business development opportunities.

I'm including some of the materials that INTA has prepared, including a mockup of the event platform, a schedule overview, and in-depth descriptions about networking offerings. I'd be happy to discuss this with you further. For additional information about the Annual Meeting & Leadership Meeting, please visit www.inta.org/2020AM. Thank you for your consideration.

Sincerely,

[Your name]