Dear **[MANAGER]**,

I would like to request approval to attend the International Trademark Association’s (“INTA”) 2024 Trademark Administrators and Practitioners Meeting (“TMAP”), taking place from September 22 to 24, 2024, in Philadelphia, Pennsylvania, USA. For your ease of reference [Here](https://www.inta.org/events/2024-trademark-administrators-practitioners-tmap-meeting/) is the link for the TMAP Meeting for your review.

**The TMAP Meeting is a unique educational event tailored specifically** to trademark administrators and practitioners and is attended by professionals in the field of Intellectual Property who manage trademark portfolios across the globe**. Given the success of last year’s sold out TMAP meeting in Colorado, I am certain that my participation will bring valuable benefits for me personally and professionally and will be a smart investment for [COMPANY/FIRM]**.

**BENEFITS**

Outlined below are the key benefits I anticipate gaining from attending the 2024 TMAP Meeting. I believe these benefits will contribute to my professional development significantly:

|  |  |
| --- | --- |
| **WHAT I WILL GAIN**  | **HOW TMAP 2024 WILL SUPPORT MY DEVELOPMENT**  |
| A black background with a black square  Description automatically generated with medium confidence**Expand Professional Network**  | Engage with speakers, leaders, and peers through social networking opportunities such as Lunch & Learn Circles, Dine Arounds, and corporate meetups.   |
| A black background with a black square  Description automatically generated with medium confidence**Professional Development**  | Access opportunities to advance my career and enhance my skills and qualifications by obtaining career advice specifically in relation to trademark administrators and young practitioners.   |
| A black background with a black square  Description automatically generated with medium confidence**Leadership Development**  | Participate in Leadership development sessions presented by INTA's Leadership Development Committee and the Women’s LeadershIP Initiative.  |
| A black background with a black square  Description automatically generated with medium confidence**Benchmarking Opportunities**  | Acquire practical tools and resources to support my trademark practice including managing a global portfolio, work process improvements, and mental health and Diversity, Equity, and Inclusion best practices.   |
| A black background with a black square  Description automatically generated with medium confidence**Stay Apprised of Trends & IP Issues**  | Attend diverse educational programming sessions that include topics such as artificial intelligence; name, image, and likeness; anticounterfeiting; regional legislative developments influencer co-branding; licensing; and USPTO updates that will allow me to bring back practical knowledge and insights to our team for immediate application.  |
| A black background with a black square  Description automatically generated with medium confidence**Business Development**  **(FOR LAW FIRM MEMBERS)**  | Represent our firm at this conference, make new connections, and expand our firm’s global network.  |
| A black background with a black square  Description automatically generated with medium confidence**Monitor Technology Trends**  | Review and evaluate new digital products and technology solutions by exploring a wide variety of IP solutions from exhibitors in attendance.  |
| A black background with a black square  Description automatically generated with medium confidence  **Community Service**  | Give back to the local community by volunteering at a charity supporting meal delivery and hunger relief.   |

**COSTS**

To assist in the budgeting, here is a breakdown of the associated costs for the meeting, which include registration, flight, and hotel:

|  |  |  |  |
| --- | --- | --- | --- |
| **CONFERENCE FEE**  | **FLIGHT**  | **HOTEL STAY**  | **ESTIMATED TOTAL**  |
| $850.00\* $950.00\*\*  | $\_\_\_\_\_  | $239.00/night  | $\_\_\_\_\_  |
| \*Price for TMA Committee Members \*\*Price for INTA Members Discount available until June 28, 2024, for Early Bird Registration  |

**INVESTMENT**

* I recognize that my attendance is a financial investment for **[COMPANY/FIRM]**. However, I am confident that you will see how the benefits of my attendance and participation will outweigh the costs.
* After the TMAP meeting, I would be happy to present the insights I receive and the key takeaways that we can apply immediately to our trademark practice. The Trademark Administrators Committee will also be able to host a summary session for **[COMPANY/FIRM]** if needed.

For the benefits I would receive as noted above, I believe the costs for attending the Meeting are reasonable and hope to receive your support. I look forward to hearing from you.  Thank you for your consideration.

**[NAME]**