



To: _____
From: _____
Re: BrightEdge Share 2014 Conference

I'm writing to ask for approval to attend Share14, BrightEdge's 4th annual industry conference, August 20-22, 2014 in San Francisco. Share14 is the premier digital marketing conference run by digital marketers for digital marketers.

Share14 will be packed with content from leading brands and hands-on practitioners on what is working in their business today. The focus this year is on the synergies between content and search – how these two areas should be managed, measured, and optimized to maximize revenue and impact for the business.

With insights from Share14, we will be able to advance our SEO and Content strategy to deliver measurable business results. At a total cost of about \$_____, it's the most cost-effective way to ensure that we are maximizing our investment in the BrightEdge platform.

I've compiled an approximate budget for this trip:

Airfare: \$ _____
Transportation: (round trip taxi from airport to hotel): \$ _____
Hotel: (2 nights at \$ 289.00 + local tax at 16.37%): **\$672.62**
Meals: included with registration
Registration Fee: \$ _____
Total: \$ _____

Based on the agenda, this conference will be of incredible value to our SEO and Content initiatives. I'll accomplish the following at the conference:

1. Come back with a blueprint of how top brands and practitioners efficiently and profitably use Search and Content to reach new and existing customers.
2. Share has become the venue of choice for networking for thought leaders and peers. I would like to bring back an expanded network of peer relationships to leverage as we grow our program.
3. **Training & Certification:** Use the full day of training to get deeply familiar with the latest BrightEdge features lives from leading experts from the BrightEdge Client Services team and get certified.

Thank you for considering my request to attend Share14. I look forward to your reply.

Regards,
