

## Attending Search Marketing Expo – SMX East 2012

Please consider approving my request to attend Search Marketing Expo – SMX East 2012 in New York City this October 2-4.

Attending this conference is a worthwhile investment. Here's why:

- SMX East sessions (more than 60 to choose from!) provide actionable tactics and best practices we will implement to drive traffic and increase conversions;
- SMX East covers all of the online marketing options we are now using or should consider, including paid search advertising, SEO, social media (organic and paid), display advertising and local/mobile.
- SMX East is an outstanding networking opportunity. I'll meet other internet marketers and learn how they're tackling the marketing challenges we're currently working to solve.
- SMX East is programmed by independent experts, not vendors or an agency with services to sell. The conference is co-chaired by Danny Sullivan and Chris Sherman; who have been programming must-attend internet marketing conferences for more than 10 years.
- Check out this video of people who attended last year's SMX East <http://www.youtube.com/watch?v=rft7H8ty3k4>

The investment in attending SMX East breaks down like this:

Super Early Bird conference rate = \$1395

Airfare: \$500

Hotel: (3 nights at \$360 +tax) \$1080

Total Super Early Bird = \$2975

I am requesting approval now so we can take advantage of the Super Early Bird rate of only \$1395 – a \$500 savings off the full price. Rates increase in mid July.

An SMX registration includes – for free – lots of money-saving services that other conferences don't provide, including:

- Breakfast and hot lunches every day
- Snacks and drinks all day
- Transportation from the hotel to convention center
- Wi-Fi access so I can stay connected
- Networking events and birds-of-a-feather lunches so I can meet others working on the same challenges

Thank you for considering this request. Again, if I get approval now, then we can save \$500 on the registration. The total investment will be less than \$3000.

<your name here>