

Attending Search Marketing Expo – SMX West 2012

Please consider approving my request to attend Search Marketing Expo – SMX West 2012 in San Jose, CA February 28 – March 1.

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

- SMX West sessions (nearly 60 to choose from) provide actionable tactics and best practices we will implement to drive traffic and increase conversions;
- SMX West 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 West 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 West 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 West
<http://www.youtube.com/watch?v=rft7H8ty3k4>

The investment in attending SMX West breaks down like this:
Pre-conference rate = \$1595 (expires February 26, 2012)
Airfare: \$500
Hotel: (3 nights at \$169 - doesn't include tax) \$507
Total: \$2602

I am requesting approval now so we can take advantage of the pre-conference rate of \$1595, a \$100 savings off the full price. Rates increase February 27.

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
- 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 \$100 on the registration. The total investment will be just \$2600.

<your name here>