

DEAR MANAGERS NAME,

I would like your approval to attend this year's AMS Fest: Social Distance Edition, a virtual event taking place this July 29<sup>th</sup>- 31<sup>st</sup>. This event is two and a half days and will help me quickly and efficiently demo up to 20 AMS platforms and 12+ partners apps, payment gateways and tech tools. Plus, I'll earn 5 CAE credits. There is no other way I could schedule this many product demos in that short period of time. Because the event is virtual this year, I will have no travel related fees and the registration is only \$375 which is significantly less than any other tech conferences available.

Like I mentioned before, this event will have **20 AMS platforms** in attendance and I will be able to preview and demo each of them plus set-up consult meetings with the ones we're most interested in. As an attendee I'll also be assigned to a cohort of other association staff that's led by an AMS selection consultant. This is a huge benefit. We'll also receive a "Shopping Guide" that shows the price points of each AMS, what systems they integrate with, and what organizations they work best with.

We can review this book together to help me narrow our choices so that I can use my time at the conference effectively and efficiently. There is also a group rate if you wanted to send multiple members of our team.

Here's a reminder of some of the all new features that the event has this year:

**COHORTS:** before the event begins, I'll be placed in a group of similar association executives who are also looking for a new AMS. We'll be able to chat and message each other with ideas, questions, and anything else we might need for this event. This is a great way for me to connect with industry peers and grow our professional network.

**INDUSTRY PARTNER DAY:** As I mentioned above, there will now be a third day of AMS Fest where industry partners will be able to demo their technologies. Whether it's an event app, learning management system, online community, data analytics system, business intelligence platforms, or marketing technology, I'll get to preview tools to better help our association perform, grow and increase non-dues revenue.

**BOOTCAMP:** I'll also have the option to add on an interactive bootcamp which will take place the morning before AMS Fest begins. This virtual bootcamp-style workshop will help me design a plan for how best to use my time during AMS Fest, how to select an AMS, and what our team needs to do in terms of implementing the AMS in a timely, cost effective manner. The bootcamp is optional but I think it would save our team a lot of time and money in the long run!

I do hope you'll consider letting me attend this one-of-a-kind event and should you have any event specific questions, feel free to email the event manager, Jamie Herring at [Jamie@associationtrends.com](mailto:Jamie@associationtrends.com).

Thank you!