

DEAR MANAGERS NAME,

I would like your approval to attend this year's AMS Fest, taking place in November 2022 in Washington, DC. This event is two days and will help me quickly and efficiently demo up to 22 AMS platforms and 10+ partners apps, payment gateways and tech tools. Plus, I'll earn up to 6 CAE credits. There is no other way I could schedule this many product demos in that short period of time. The cost to attend is only \$375 which is significantly less than any other tech conferences available.

Like I mentioned before, this event will have 22+ 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 LIGHTNING CHATS: During AMS Fest, I'll have the opportunity to meet and chat directly with our industry partners. 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.

OPTIONAL BOOT CAMPS: I'll also have the option to add on one or both interactive boot camps taking place along with AMS Fest. This November will feature two boot camps. The selection and implementation boot camps can 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 boot camps are 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, Mia Williams at mwilliams@columbiabooks.com.

Thank you!