



Thank you for your interest in attending the 2020 Healthcare and IT Marketing Conference (HITMC20). We understand that with limited travel and training budgets, getting approval to attend HITMC20 may be challenging. That is why we have created a sample justification letter to help you craft your request to your manager. Feel free to use the sample letter as is or by making your case by adding specific context and ROI benefits for both you and your organization. We hope to see you at HITMC 2020!

### **HITMC20 Justification Letter – Formal**

Dear [Insert Manager Name]

The 2020 Healthcare and IT Marketing Conference (HITMC20) will be held on May 12-14, 2020 at the Palms Hotel in Las Vegas, NV. The conference offers two-and-a-half days of learning designed specifically for professionals in healthcare and Healthcare IT Marketing. I am requesting your approval to attend this year, as I am confident that it will help develop my skills, become better in my role and allow me to bring back new strategies we can start applying now at [Insert Company/Organization Name].

HITMC20 provides incredible keynotes and over 40 breakout sessions that are delivered by recognized industry experts on topics that include: SEO, product launch, ABM strategies, conference optimization, content marketing tactics, landing free media coverage and accelerating sales pipelines. My plan is to attend sessions that are directly applicable to improving marketing processes and driving revenue in the year ahead.

I understand that attending HITMC20 will be an initial expense, but I believe the opportunity to learn from other successful healthcare organizations and apply their experiences to our own operations, makes this conference one that we cannot afford to miss.

Here are four key take-aways that I expect from HITMC20:

1. Leverage the latest in content marketing to accelerate sales
2. Optimize conference spending
3. Connect with media outlets that we can use for our PR initiatives
4. Expand the network of peers and marketing contacts that we can lean on for future ideas or problem solving

Here is an estimation of the cost for me to attend HITMC20:

- Airfare: \$500
- Transportation: \$60 (includes round trip taxi from airport to hotel)
- Hotel: \$190 (2 nights at \$95/night)
- Registration Fee: \$1195 (Note: Early Bird rate ends February 1st, 2020)
- Total: \$1945

The earlier I register, the cheaper it will be. HITMC20 also offers significant discounts on hotels, but I need to buy my pass before I can access them. You can learn more about the event at [www.healthitmarketingconference.com/](http://www.healthitmarketingconference.com/)

To ensure this is not seen as a frivolous marketing excursion, I will submit a post-conference report that will include a full summary, major takeaways and recommended actions to maximize our investment. Alternatively, I would be happy to share what I learn through an in-person presentation. Additionally, I'll pass along all relevant information including any presentation take-aways to key colleagues.

Bottom line, this conference should deliver a great ROI and the knowledge gained will help me:

- Drive more leads
- Improve lead conversion
- Streamline processes
- Optimize our marketing budget

Thank you for considering this request. I look forward to your reply.

Sincerely,  
Your dedicated employee  
[Insert your name here]



## HITMC20 Justification Letter – Casual

Dear [Insert Manager Name],

The 2020 Healthcare and IT Marketing Conference (HITMC20) will be held May 12-14, 2020 at the Palms Hotel in Las Vegas, NV. It's the annual gathering of industry peers who all gather to learn the latest best practices on marketing to providers, payers, patients, physicians, and other key personnel in the healthcare ecosystem. The conference offers two-and-a-half days of learning designed specifically professionals in healthcare and Healthcare IT Marketing.

I am requesting your approval to attend this year, as I am confident that it will help develop my skills, become better in my role and allow me to bring back new strategies we can start applying now at [Insert Company/Organization Name].

Here's why I'd like to attend:

- HITMC20 offers a wide range of practical marketing topics. It offers sessions on social media, product launch, getting past gatekeepers, earning media and more.
- Many industry thought-leaders will be there – and potentially one or two will be open to collaborating with us on content for our upcoming campaigns.
- Several healthcare media outlets will be sending representatives which will give me an opportunity to establish an in-person connection that we can leverage the next time we have exciting news to share.
- I'll be able to expand the network of peers that we can call upon for future ideas or problem solving.

What I learn will be invaluable and ultimately help us:

- Drive more leads
- Improve lead conversion
- Streamline processes
- Optimize our marketing budget

The earlier I register, the cheaper it will be. HITMC20 also offers significant discounts on hotels, but I need to buy my pass before I can access them. You can learn more about the event at [www.healthitmarketingconference.com/](http://www.healthitmarketingconference.com/)

Thank you for considering this request. Please say yes!

Sincerely,

Your dedicated employee  
[Insert your name here]