



TRILLIUM

Dear <insert name>:

I am committed and eager to find new ways to build meaningful relationships with Association Executives while enhancing my professional development, which is why I would like to attend the Canadian Society of Association Executives (CSAE) Trillium Summer Summit held at Caesars Windsor Hotel & Convention Centre, from July 10-12, 2019.

CSAE is the largest professional association of association executives in Canada and Trillium is the largest network within the organization. At the Summer Summit, the ratio of business member to association executive is guaranteed to be kept at 1:1. Last year, at the 2018 Summer Summit there were 30 more planners than suppliers in attendance.

This conference provides opportunities for me too:

- Meet and network with association leaders, experts, influencers and decision-makers.
- Gain practical skills and learn proven methods for improving my performance.
- Hear the industry updates to help our organization better prepare for the future.
- Build awareness of our brand, connect and gain potential leads by requesting one-on-one appointments.
- In addition, with a business membership we would receive reduced conference fees.

This is my chance to connect in-person, form new relationships, strengthen existing ones and engage with over 150 Association Executives and Meeting Planners before, during and after meetings over the 3 days. Other business members have found that this is a more cost effective and efficient way to connect with our market versus that of a tradeshow, hosted buyer program or setting up individual appointments.

My intent is to reduce expenses associated with my participation in the conference, and I have researched various ways of doing so. By registering during the early bird period and having most meals included in the registration fee and taking advantage of the 10% travel discounts in place, I will be capable of managing expenditures for maximum cost efficiency. Below is a breakdown of the approximate cost of attending:

Travel costs (airfare / train / driving)	\$XXXX
Accommodation (2-3 nights @ \$139 +)	\$XXXX
Additional F&B (most are included with registration)	\$XXXX
Registration Fee (depending on membership status, and date)	\$XXXX
Miscellaneous expense	\$XXXX
Total cost to attend	\$XXXX - \$XXXX

If we wish to expand our exposure by considering a sponsorship, the opportunities start at \$1000.00.

The opportunity for me to improve, develop and network makes my attendance at the CSAE Trillium Summer Summit a wise investment.

Upon return, I will submit a post-conference summary of activities; share what I learned with those of our colleagues who will most benefit from this knowledge, and work to implement the strategies to benefit our company.

I appreciate your consideration of my proposal. Please let me know if you have additional questions or concerns regarding my participation, and I look forward to your reply.

Sincerely,

<Insert your name here>



CSAE Trillium Summits

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