

Dear [Name],

Re: Request to Attend the 30th Annual Healthcare Marketing & Physician Strategies Summit

I am writing to request approval to attend the Healthcare Marketing & Physician Strategies Summit (HMPS), which will be held from April 29-May 2, 2025, in Orlando, FL. This premier conference is an excellent opportunity for senior-level marketing, communications, strategy, digital, and physician relations professionals like myself to gain insights and build strategies that will drive success across our current and future initiatives.

HMPS offers six general sessions featuring prominent keynote speakers, 60 concurrent sessions across six tracks, and hands-on workshops designed to explore cutting-edge trends and technologies. It's an ideal setting to explore the latest best practices in healthcare marketing, digital strategies, and physician relations. These insights would directly benefit the following projects we are working on:

[Insert list of relevant projects or initiatives]

In addition to the educational sessions, I'll have the opportunity to network with industry leaders and exchange ideas with top-performing marketers. I'll also meet with technology and service providers, gaining access to innovative tools that can enhance our marketing strategies and improve our digital and physician relations efforts. I believe this will translate directly into valuable ROI for our team and organization.

Estimated Costs:

- Airfare: \$_____
- Transportation between airport and hotel: (approximately \$55-85 each way): \$_____
- Hotel (_____ at \$309 per night): \$_____
- Meals: \$_____
- Registration Fee (see rates at end of letter; includes all materials, breakfast daily, one luncheon, two evening receptions, and access to session recordings): \$_____ **Total:**
\$_____

I am actively seeking ways to reduce expenses, including hotel discounts, carpooling, and meals with vendors.

I would be happy to schedule a post-conference meeting to share key takeaways, insights, and any strategies I've learned that we can implement across our ongoing projects. Additionally, I will circulate relevant information to key team members within our organization to ensure that the full value of this conference is realized.

Thank you for considering my request. I look forward to your feedback.

Sincerely,

Pricing Structure for Reference

Registration Rates:

Current Forum Member □ \$1,495

Joining Member (Includes one-year Forum membership, \$225 value) □ \$1,720

Non-Member(Does not include membership) □ \$1,750

Pre-Summit Strategy Session □ \$175