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Hello [Supervisor Name],

I would like to attend the **NTCA Marketing + Sales Conference Online**, May 11-13.

This is a truly unique event — laser-focused on critical skills in marketing and sales for the rural broadband industry. As a [small] department of [one], it is an indispensable opportunity for me to continue my professional development with industry experts and colleagues who will share their experiences, best practices and new trends in marketing.

It is at this meeting that I can get insights on all aspects of marketing and sales — from branding and logo design to community outreach and sales strategies for business development. The event line up offers new solutions and actionable ideas that I will be able to put into practice to increase sales and build brand loyalty for [company name].

And because travel costs are not a factor this year, the conference offers even more value. But more importantly, the takeaways I will leave with will help create new opportunities for growth and position us to gain a competitive advantage in our market.

The total cost for the conference is [$559/$849] as a [member/nonmember].

My registration fee includes two days of education sessions, general sessions, networking and sharing time with colleagues, video chats and time with exhibitors to discover the latest products and services to boost the effectiveness of our strategies. It also includes the Marketing eXcellence Awards, which showcases the creative and strategic planning of rural broadband companies.

The opportunities this affords for me to learn more in-depth knowledge in marketing and sales specifically in the rural broadband industry, makes my attendance a wise investment, which will yield rich dividends for [company name].

Here is what others have said about their staff attending the Marketing + Sales Conference:

*"Several PTCI staff benefitted from the NTCA Marketing + Sales Conference. The attendees gained information from presenters and peers from across the nation and implemented valuable knowledge from the conference, improving and streamlining marketing and sales strategies. NTCA also pivoted well, switching to a virtual platform while maintaining connections between peers and vendors."*

*Jana Wallace, CEO, PTCI*

*“The NTCA Marketing + Sales Conference is extremely valuable for members of your marketing and sales team that are new to the industry. They may have years of experience they bring to the position, but this conference is one of the best ways to familiarize them with our industry from a marketing and sales perspective.”*

*“If there is only one meeting you have your marketing and sales team attend each year, it needs to be the NTCA Marketing + Sales Conference. The content is always current and relevant to what’s happening in our industry. The networking opportunities through this conference are just as invaluable as the educational components.”*

*Rob Johnstone, CEO, Range*

*"I have participated in or sent our marketing staff to the NTCA Marketing and Sales Conference for over 25 years. It has been one of the most influential events that has driven our company's success. Networking with others, sharing ideas to satisfy customer needs, and learning from the experts will have a positive effect on your business. I encourage all NTCA members to participate in the Marketing and Sales Conference. More success will result!"*

*Ron Hinds, CEO, GRM Networks*

Thank you for your consideration of this request.

Sincerely,

[Your name]