Hi **[MANAGER’S NAME]**,

I’d like to attend CJ University 2024 (CJU24) in Santa Barbara, CA from September 9 - 12, 2024. It’s the most influential affiliate industry networking event of the year, and I think it would be a great opportunity for me to grow our affiliate program.

Here are a few ways that I think CJU24 would contribute to our current objectives:

**Networking**: I’ll make valuable in-person connections with new and existing partners through intimate networking events. Over 1,000 attendees are expected to attend, including 100+ IR500 brands and 340+ CJ Performers.

**Q4 Growth and 2024 Strategy**: I’ll be able to connect face-to-face with current and potential partners to develop successful Q4 plans and outline strategies for 2024. According to CJ, more than 50% of advertisers have built their highest performing relationships at CJU, and publishers who attend see 3X the growth.

**Innovation and Strategy**: Expert-led sessions and trainings at CJU24 offer the opportunity to learn best practices and develop forward-thinking strategies that align with the direction of the industry.

If I’m able to get your approval to attend CJU24 before June 7, we’ll save $300 on registration. We can also save an additional 10% if our team registers as group of 5+.

Here’s a quick breakdown of the estimated costs:

**Event Registration**: $1,995 ($1,695 if registered before June 7)

**Monday and Tuesday Dinners**: $ **[INSERT YOUR COST]** All other conference meals are included.

**Airfare and Hotel**: $ **[INSERT YOUR COST]**

I believe my attendance at this event will greatly benefit our company and I’m happy to write a post-conference report detailing what I’ve learned along with ways to improve our affiliate program.

You can learn more about the event at [cj.com/cju](https://www.cj.com/cju). Please let me know if you have any questions or concerns.

Thanks for your consideration!

**[INSERT YOUR NAME]**