**Justification Email: Attending LeadGen2017 Chicago (tailor to fit your situation)**

To: <Insert Manager or Supervisor Name>

Subject: **Attending LeadGen2017**

I’d like to get your approval to attend LeadGen2017, March 15 & 16 in Countryside, IL. As the world is changing so quickly around us, I want stay current as to what is working best for Lead Generation. This will help our company grow in 2017.

At LeadGen2017, I’ll be able to hear actual Contractors who have mastered specific lead sources. I’ll be hearing about some new lead sources we are not using and gain more knowledge on how to better use what we already have. There are 24 lead sources being covered. I want to make sure 2017 is a great year for us. I want to take our company to the next level with the information I receive.

For example, there are three lead sources I definitely want to hear more about:

* < Name of Lead Source >
* < Name of Lead Source >
* < Name of Lead Source >

In addition to attending the conference, I’ll have the opportunity to network and brainstorm with leading Contractors and experts in the field. This valuable information will give us better Lead Generation strategies and help our business grow.

This is the approximate cost of my attending LeadGen2017:

Airfare: $

Hotel: $119.00

Meals: $      (Breakfast and Lunch are covered)

Registration: $395.00 ($395 if registered by February 1, a savings of $200)

Other expenses: $

Total cost: $

Attending LeadGen2017 will provide us the tools to jump into the next generation of digital experience. Please let me know if you have any questions, and thanks in advance for your support.

<name>