<date>

Dear <Referral Name>,

ALA’s Annual Conference & Expo has earned a reputation as the leading educational event in the legal management industry. I would like you to attend with me.

From April 2 to 5, 2017, more than 1,000 professionals in the legal management industry will gather for intensive learning, networking and discovery of the latest trends, technologies and developments in our industry.

There will be more than 80 in-depth sessions and panel discussions, visionary keynotes, and 200-plus top vendors serving the business of law – everything that will help us make the most cost-effective decisions. I’m particularly interested in attending <list multiple session titles or tracks>, which are especially relevant to our work in legal management.

I’ve reviewed the exhibitor list, and there are several vendors that will benefit us both in the exhibit hall, or else we can attend their sponsored sessions. <Expand upon plans pertaining to products or services you will be evaluating.> Meeting these vendors will help us move forward faster on our projects by allowing us to develop a comprehensive list of services and products for future consideration.

The ALA Annual Conference & Expo offers hundreds of opportunities to expand your knowledge and skillset – to learn money – and time-saving best practices from our peers in legal management who have been there. The educational, training and networking opportunities available are well worth the investment as follows:

Roundtrip Airfare: <xxxx>

Transportation: <xxxx>

Hotel: <xxxx>

Meals: <xxxx>

Conference Fee: <xxxx>

The total costs associated with attending this conference are <xxxx>. Please note that early bird registration ends February 13, 2017. You’ll want to take advantage of the early bird discount, so I would greatly appreciate your response by <insert date>.

Thank you in advance for your consideration. Please let me know if you have any questions.

Sincerely,

<Your Name>