<date>

Dear <partner’s name>,

ALA’s Annual Conference & Expo has earned a reputation as the leading educational event in the legal management industry. I would like our <firm, company, organization, department > to attend.

From May 3‒6, 2018, 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 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.

Of particular importance is the track dedicated to business management. Topics include:

* Using Design Thinking for Innovation in Legal Services
* Writing Effective Business Continuity Plans
* Succession Planning for the Administrative Team

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

The opportunity to develop better contacts and gain more knowledge in specific areas of business management makes my attendance at ALA’s 2018 Annual Conference & Expo a wise investment, which will yield rich dividends for <name of your organization>. 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 5, 2018. In order to take advantage of the early bird discount, 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>