Dear **[MANAGER’S NAME]**,

I’d like to attend CJ University 2022 (CJU22) September 12 - 15, 2022 in Santa Barbara, CA. CJU is the most influential affiliate industry networking event of the year.



Here are a few ways that I think attending CJU22 will contribute to our current company objectives:

**Networking**: CJU22 has tons of intimate networking events to meet with new and existing partners. The event attracts over 1k attendees, including 100+ IR500 brands and 285+ CJ Performers.

**Q4 Growth and 2023 Strategy**: I’ll be able to connect face-to-face with current and potential partners to develop successful Q4 plans and outline strategies for 2023:

* More than 50% of advertisers have built their highest performing relationships at CJU
* Publishers who attend CJU see 3X the growth

**Innovation and Strategy**: Expert-led sessions and trainings at CJU22 offer the opportunity to learn best practices and develop forward-thinking strategies that align with the direction of the industry.

If I can get your approval to attend CJU22 before May 13th I’ll save $200 on registration.

Here’s a quick breakdown of estimated costs:

**Event Registration**: $1,495 ($1,295 if registered before 4/29)

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

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

I’m happy to write a post-conference report detailing what I’ve learned along with suggestions on 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. I think my attendance at this event will greatly benefit our company.

Thank you,

**[INSERT YOUR NAME]**