**Subject**: Request To Attend Forrester’s B2B Summit North America 2026

Dear [Insert Name],

I’d like to request approval to attend **Forrester’s B2B Summit North America**, taking place **April 26–29, 2026**, in Phoenix, Arizona. This event is a premier gathering of B2B marketing, sales, product, and customer leaders, and it offers a unique opportunity to gain actionable insights that will help us accelerate growth and improve operational efficiency in the year ahead.

The Summit is designed to be a catalyst for growth, featuring exclusive Forrester research, hands-on workshops, and roundtables that address today’s most pressing B2B challenges. I’ll be able to engage directly with Forrester analysts and industry leaders to explore strategies for mastering buyer engagement, aligning cross-functional teams, and leveraging AI to power our go-to-market efforts.

Here are three initiatives that would benefit directly from the insights and frameworks I’ll bring back:

[Insert initiative or project name]

[Insert initiative or project name]

[Insert initiative or project name]

**Why This Summit Matters**

* **Cutting-edge expertise**: Access to Forrester’s latest research and proven frameworks.
* **Hands-on learning**: Interactive sessions and workshops tailored to real-world challenges.
* **Networking**: Opportunities to connect with peers, technology partners, and thought leaders.
* **Immediate impact**: Actionable strategies I can implement right away to support our goals.

**Estimated Costs**

* Airfare: $\_\_\_\_
* Transportation (round-trip): $\_\_\_\_
* Hotel (4 nights at $\_/night): $\_\_\_\_
* Registration:
	+ $2,795 (super-early-bird client rate, available until Dec 31, 2025)
	+ $2,995 (super-early-bird nonclient rate, available until Dec 31, 2025)

**Total: $\_\_\_\_**

I’m actively exploring ways to reduce costs, including airfare deals, hotel discounts, ridesharing, and vendor-hosted meals. I’ll also have access to digital recordings of all sessions, ensuring I can revisit or share valuable content with others.

Attending B2B Summit 2026 will help us make smarter decisions, streamline our processes, and drive measurable results. Thank you for considering this request — I’m confident the ROI will be substantial.

Best regards,