

Dear

I would like to request attendance at the *CTBUH 10th World Congress: The Recent History and Essential Future of Sustainable Cities*, taking place from 28 October–2 November 2019, in Chicago, US. This seminal event, which will include opportunities to meet and engage with numerous industry leaders from all over the world, offers robust programming based around the most influential ideas that will shape urban futures, including themed symposia, off-site events, workshops and regional events in cities around the US—all in addition to two full days of core conference programming.

By attending this conference, I will:

Take Advantage of Key Networking Opportunities

Not only will this conference offer key networking opportunities with 1500+ other tall building stakeholders, representing a chance to build business contacts throughout international markets, it will also allow me to represent in an environment of thought leaders who are at the forefront of the world's most salient urban issues, elevating our global profile and reputation. The relationships I form at this global forum will expand client and partnership opportunities that will have far-reaching effects into meeting our long-term organizational goals. These connections are supported not only through organic meetings, but through dedicated VIP Networking Receptions.

Increase Awareness of the Latest Industry Trends & Technologies

Our industry is always changing, with new participants entering and leaving the market continuously in a given annual cycle. To stay competitive, it is important that we are connected to the desires, goals and vocabulary of our clients and customers. Instead of seeking this information throughout the year, by attending the CTBUH 2019 World Congress, I will absorb the most current information on a myriad of influential trends, technologies, companies and suppliers, which I can bring back to our offices.

Influence Best Practice Thinking & Policy Making in Tall Building Sustainability

CTBUH is highly influential in establishing various criteria for tall buildings, from height to material usage. By inserting ourselves into this dynamic conversation, we have the opportunity to be a part of how critical policies and best practices are formed in the fields of sustainable tall building construction, development and design to shape dense, vertical urbanism into the future.

The registration rate to attend the core conference is US\$1,300 for non-members, which could be reduced by US\$300 as a result of pursuing CTBUH membership at the individual or corporate level. Add-on programs including the workshops, symposiums, regional city programs and social events range from US\$200–\$600 for non-members per item, and \$150–\$500 for members.

For these reasons, I feel that attending this conference would be a worthwhile investment in our company that will pay dividends well into the future. I have reviewed travel and lodging rates and have determined that I can attend this conference for a total of . I believe that relative to a similar cost of these courses in another context, this is an extremely valuable opportunity with a wealth of benefits.

More information on the conference programming and featured speakers can be found here: ctbuh2019.com

Sincerely,