



## Request to Attend SMPS Pacific Regional Conference (PRC), March 18–20, 2026

Dear [Supervisor's Name],

I am writing to request approval to attend the Society for Marketing Professional Services (SMPS) Pacific Regional Conference (PRC), taking place in Seattle, WA from March 18–20, 2026. This premier event brings 500 marketing and business development professionals from across the architecture, engineering, and construction industries, representing 12 regional SMPS chapters in six western states.

Attending PRC will provide me with insights, tools, and valuable connections that directly support our firm's goals in business development, marketing, and client engagement. The conference is designed for A/E/C professionals at all levels, from emerging marketers to seasoned leaders, who are involved in marketing, business development, client management, proposal strategy, and communications.

### Key Benefits of Attending:

- **Strategic Skill Building:** PRC offers targeted sessions led by industry experts that focus on business strategy, market trends, proposal development, and client management—skills that are essential to our continued success.
- **Professional Development:** With six breakout sessions, three keynote presentations, and multiple networking opportunities, the conference delivers over \$1,600 in professional value. This is a fraction of the cost of attending similar events individually.
- **Networking & Partnerships:** This 15<sup>th</sup> annual conference fosters connections with peers, potential partners, and thought leaders, opening doors to future collaborations and business opportunities.
- **Knowledge Sharing:** Upon my return, I will prepare a post-conference report or presentation to share key takeaways, best practices, and tools with our team, ensuring that the value of this experience extends beyond my individual attendance.



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**smps**<sup>®</sup>

Pacific  
Regional Conference

MARCH 18-20, 2026 | HYATT REGENCY HOTEL

**Cost Comparison:**

| Event / Activity              | Comparable Value |
|-------------------------------|------------------|
| 6 Educational Sessions        | \$420            |
| 3 Keynote Speakers            | \$600            |
| 2 Networking Lunches          | \$150            |
| 2 Networking Breakfasts       | \$100            |
| 6 Networking Breaks           | \$180            |
| 2 Networking Receptions       | \$150            |
| Business Connections          | Priceless        |
| <b>Total Equivalent Value</b> | <b>\$1,600</b>   |

With a member registration fee of \$700, this represents a cost savings of \$900, and it includes the benefit of immersive learning and inspiration that only an in-person event can provide. Additional pre-conference 4-hour workshop opportunities are also available.

I am confident that attending PRC will enhance my contributions to our team. Thank you for considering my request.

Warm regards,

[Your Name]

[Your Title]

[Your Contact Information]