



shm. CONVERGE



APRIL

22-25 | 2025 |



LAS VEGAS,
NEVADA

Are you a first-time partner, or has it been a while since you partnered? Let us help you explain the value proposition for attending SHM Converge 2025.

Copy and paste the email below to share with your manager.

Subject Line: Why I must attend SHM Converge 2025 in Las Vegas, NV

Hi [NAME],

I'm writing to request approval to attend SHM Converge 2025, the premier education and networking conference for hospitalists, being held April 22-25, 2025, at the Mandalay Bay Resort & Casino in Las Vegas, NV. *[If previous SHM Converge exhibitor or sponsor: We last attended SHM Converge XX years ago, and 2025 is an optimal time to return and talk to and interact with hospitalists, nurse practitioners, and physician assistants from hospitals and health systems all over the country. I will also have the opportunity to meet and speak with C-Suite leaders seeking solutions to their operational and clinical challenges from various hospitals nationwide.]*

At SHM Converge, I will experience two full days of engagement, relationship-building, and networking with one of our key target audiences. The Engagement Arena will serve as one of the main hubs for attendee interaction — providing gamification, meet-up opportunities, additional learning opportunity locations, and break/meal spaces for attendees. Their partner schedule will also allow for me to partake in Business-to-Business (B2B) as well as Business-to-Consumer (B2C) networking. I'll also be able to experience their immersive and interactive Engagement Arena and all it has to offer first-hand. Additionally, they are offering partners various sponsorship opportunities that will be incorporated throughout the conference experience. If our budget allows for us to participate as an exhibitor and/or a sponsor, we will have an unequalled opportunity to meet attendees and introduce ourselves and our organization's unique offerings.

As you know, about XX% of our budget has historically been spent on professional development and events. More than ever, it's important that as a team we maximize our investment.

I'd like to focus on speaking with hospitalists regarding solutions or new information that we have available as part of these internal initiatives:

- [add project or initiative]
- [add project or initiative]
- [add project or initiative]

In attending the conference, I will have an opportunity to interact directly with SHM's thought leaders, hospitalists at varying levels of their careers, and experts. This event is the most impactful way to see how SHM and its audience can help us accomplish our meetings, projects, and events goals. When we have face-to-face interaction with SHM Converge 2025 attendees, we can quickly and effectively introduce our organization and offerings to hospitalists.

Here's an approximate breakdown of the preliminary conference costs:

Airfare: \$X

Transportation: \$30 approx.

Hotel: \$X

Registration Fee for Exhibits: \$X

Registration Fee for Sponsorship: \$X

**SHM partners with Freeman Services for Exhibitor Services and CVENT for optional Lead Retrieval services. Specifics and fees for desired services will be available in late Fall 2024.*

Total: \$X

After the event, I'll submit an executive summary report with key industry takeaways, and a set of recommendations to maximize our total event program.

Thank you for considering my request. Please let me know if I have sign-off to attend this valuable event, as the earlier I solidify my travel arrangements, the more cost-effective they will be! I look forward to your reply.

Thank you,
[NAME]