Justify Your Trip to Heartland

We’ve put together a template to help you get approval to join us at this year’s Heartland Conference. Customize your letter below.

[Approver’s Name],

VGM’s annual Heartland Conference is scheduled for June 12-14, 2023, in Waterloo, Iowa, and I am seeking approval to attend this year.

Heartland brings together providers, vendors, and top industry leaders for two days of education, with up to 15 contact hours (estimated) available. Some of the education areas covered include rehab, marketing, accessibility, compliance, business leadership, people strategy, and more.

I’ve already identified several sessions that could benefit some of the projects and initiatives already in the works, such as:

* [Project/initiative/goal]
* [Project/initiative/goal]
* [Project/initiative/goal]

In addition to some of the best education, Heartland offers networking opportunities where I can meet with peers in the industry, presenters, and exhibitors. Heartland also provides a great setting for me to interact with VGM’s vendor partners to see their industry-leading products, software solutions, and conference promotions. I’ll also have the opportunity to tour VGM headquarters where they’ll show me how we can maximize our membership.

Early bird registration is just $549 until April 14, 2023. After that, the registration fee goes up to $649. This cost, however, covers the educational sessions, meals, and entertainment while I’m there, making Heartland one of the most affordable conferences in the industry.

Considering the low cost of attendance, the amount of education available, and the various savings opportunities, attending the Heartland Conference provides a huge return on investment for our company. You can learn more about it at [www.vgmheartland.com](http://www.vgmheartland.com).

Thank you for your consideration,

[Signature]