

Dear

I would like to request attendance at the 2020 CTBUH Conference, “*Humanizing High Density – People, Nature & the Urban Realm*,” taking place from 19–21 October 2020, in Singapore and Kuala Lumpur. 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 off-site events and workshops 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 1,500+ 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 2020 Conference, 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.

By pursuing a CTBUH membership, registration rates to attend the conference are US\$1,000, which is a US\$300 reduction from non-member rates. Early-bird rates, which are applicable to both member and non-member rates, result in an additional US\$200 discount for registrants before 1 May 2020. Add-on programs including the workshops, regional city programs and social events range from US\$200–\$350 for non-members per item, and US\$150–\$300 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:

[CTBUHConference.com](http://CTBUHConference.com)

Sincerely,