**Date:**

**To:**

**From:**

**Re:** Request to attend TravMedia’s International Media Marketplace, IMM North America, in New York City on January 24th & 25th, 2024.

Please find a brief proposal for our team to attend IMM North America.

**Background:** TravMedia’s IMM is the leading global networking event connecting the travel industry with top journalists, editors, influencers, and broadcasters. The two-day event is unrivaled for media relationship-building and networking opportunities.

In its twelfth year, TravMedia presents IMM in New York, London, Berlin, Paris, Sydney, Singapore, and Macao. No other event enables us to meet new contacts and connect with over 500 top-tier media across two days. The format saves us a considerable amount of time pitching feature stories and press trips to find opportunities for the year ahead.

Day one of IMM is The TravMedia Summit, a conference that brings together industry leaders, editors, and travel writers to discuss critical topics and ideas affecting our industry.  The day includes media networking opportunities and an exclusive cocktail event ahead of IMM.

Day two is TravMedia’s marketplace event.  We will host a dedicated table to meet with North America’s premier travel media in 24 prescheduled one-on-one appointments.

There are also networking opportunities, a lunch, and a cocktail party which allows us to meet and build lasting relationships with the media in attendance.

Please view the IMM website and video at www.travmedia.com/immnorthamerica.

IMM North America 2023 hosted 343 travel brands and over 485 media. Media in attendance included Richard Quest, News Anchor for CNN International; Peter Greenberg, Travel Editor for CBS News; Amanda Finnegan, Editor of By the Way in The Washington Post; Caroline Trefler, Commisioning Editor at Lonely Planet; Rajan Datar, Broadcast Journalist for BBC Travel; and Nikki Vargas, Senior Editor at Fodor’s Travel.

The registration cost for two delegates to attend both days is $XXXX, which is slightly cheaper than other conferences of this kind.

The return on the investment will be the below deliverables:

1.

2.

3.

For budgets, I have included these costs:

Registration: $XXXX

Airfare: $XXXX

Hotel: $XXX

Other miscellaneous expenses: $XXX

**Total: $XXXX**

Please let me know your thoughts and if we can attend.  We would like to reserve our place now to take advantage of the early bird savings before prices rise and the event sells out.

Thank you for your consideration.

Warm Regards,