

Dear \_\_\_\_\_,

I would like to request attendance at the *2020 Tall + Urban Innovation Conference*, taking place from 5–7 April 2020, in Chicago, US. This conference explores and celebrates the very best in innovative tall buildings, urban spaces, building technologies, and construction practices from around the world. It is a critical cross-section of tall building owners, developers, occupiers, operators, designers, engineers, and builders—along with the interested public—to investigate the cutting-edge in sustainable urbanism, presented by the world’s foremost examples.

This conference sees the owner/developers, design, and engineer teams for 50+ awarded projects present and compete in front of an international audience and live juries for winning distinctions across 21 award categories.

By attending this conference, I will:

**Gain Insight on Industry Trends & Technologies from Award-Winning Innovators**

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, I will absorb this information through presentations from world-renowned companies and suppliers about award-winning initiatives, influential trends, and the latest technology, which will spark ideas to bring back to our offices.

The conference annually recognizes the “Best Tall Buildings,” which are projects that have made extraordinary contributions to the advancement of tall buildings and the urban environment, and that achieve sustainability at the highest and broadest level. I will have the chance to engage with these innovators and hear how they designed, concepted, and executed their Award of Excellence-winning projects. Past speakers include Rem Koolhaas, Partner, Office for Metropolitan Architecture; Jeanne Gang, Principal, Studio Gang Architects; and Douglas Durst, Vice President & Director of External Affairs, The Durst Organization.

The knowledge I will gain does not end at the conference. There will be networking opportunities with jury members who are prominent practitioners in the industry. I will also have access to the annual awards book, which explores the latest projects, technologies, and approaches currently reshaping skylines and urban spaces worldwide.

**Take Advantage of Key Networking Opportunities**

Not only will this conference offer key networking opportunities with 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 the Opening Networking Reception, Sponsor-Social Events, and the Awards Ceremony & Dinner.

**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.

The registration rate to attend the core conference is US\$1,500 for non-members, which could be reduced to US\$1,200 as a result of pursuing CTBUH membership at the individual or corporate level.

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 opportunities in another context, this is an extremely valuable conference with a wealth of benefits.

More information on the conference can be found here: <https://tallinnovation.com/>

Sincerely,