

Hey [insert boss' name],

As part of elevating my impact and improving my value in the team, I'd love to attend the **Product Marketing Summit** on **March 12 & 13, 2026** in **New York** (full details are [here](#)) and would like to enquire if you'd be able to offer the financial support for me to do so.

Product Marketing Alliance's event is dedicated to supporting Product Marketers through their career with the **strategies, tactics, and methods** needed to make an impact in our market.

This is not your typical event. In fact, it's more focused on breaking the everyday working cycle, connecting with like minded professionals from around the world and getting practical advice to maximize return on every initiative.

Last year, more than **300+ PMMs** attended and **over 5000 PMMs** attended a Product Marketing Summit globally in 2025 so it really is where the **new industry standard is set**.

Over the two tracks in two days, I plan to strengthen my skills in defining strategic roadmaps, driving measurable business impact, and leading cross-functional alignment.

The keynotes, panels, and interactive workshops will provide practical insights into adapting to AI-driven innovation and building scalable, future-ready product marketing processes.

Having looked into the event in detail, I'm confident it will accelerate progress toward my main goals at **[company name]**:

- **Goal #1:**
- **Goal #2:**
- **Goal #3:**

Ran by **Disney+, The New York Times, Ticketmaster, Instagram**, plus more, [sessions](#) are focused on the power of product marketing in action.

Lots of respected leaders within the field are talking about it and this is what one had to say about last year's event:

*"I'm glad I attended the Product Marketing Summit; it's rare I get an opportunity to focus solely on the functions of Product Marketing outside of the day-to-day. I'm walking away with **a plethora of ideas I want to implement across my team**."* -
Director of Product Marketing at Trimble

I believe Product Marketing Summit would equip **[company name]** with the quintessential knowledge to differentiate our services from our competitors, and given the payment plan options available to make the event financially viable, this would be a shrewd investment. As well as this, I'll be sure to submit a post-event report including an executive summary, major takeaways, tips, and pictures from the event.

I'd be delighted to discuss this opportunity with you in further detail. Let me know if there's anything else you need from me at this stage.

Thanks,

[Your name]