

Drive 2026 Convince Your Boss Guide

September 8-10, 2026 | Stowe, VT

Why Drive Is Worth It

The whole room is B2B marketers.

Drive is intentionally small and curated. Everyone there is a B2B marketer working through the same challenges you are. That's what makes the networking different. You're talking to people who have the same job as you, at companies at similar stages, and dealing with the same problems.

The content is built to be used.

Sessions and workshops are led by real B2B marketers doing the work. They're sharing what's actually working in their org right now, not consultants selling a framework. You'll leave with specific things to try the following week.

The location is part of the experience.

Drive is held at The Lodge at Spruce Peak in Stowe, VT. It's not a convention center. It's a place where people can slow down and actually talk to each other. The schedule is designed around that. Long breaks, shared meals, optional excursions. Sometimes the best conversations happen outside the sessions, and we build in time for them.

Your boss gets a return too.

Drive includes three workshops you can attend, each one built around a framework you can implement right away. You're not just going to a conference. You're coming back with specific things to apply to your team, your pipeline, or your strategy.

The Email

Copy this, fill in the blanks, and send it. Everything your manager needs to say yes is already in there.

Subject: Approval request - Drive 2026

To: [Manager name]

Hi [Manager name],

I'd like to attend [Drive 2026](#), a B2B marketing conference put on by Exit Five, September 8-10 in Stowe, VT.

Here's the case for it:

The content is practitioner-led. Sessions and workshops are run by B2B marketers sharing what's actually working at their companies right now. Not vendor pitches, not theory. Stuff I can bring back to work and use the following week.

The networking is real. Drive is intentionally small and curated. The schedule is built around connection. Long breaks, shared meals, optional excursions. You'll be in a room full of B2B marketing leaders from companies at similar stages. Those are the people who become references, collaborators, and resources for our team long after the conference ends. Here's how one past attendee put it:

"Drive is a 'must attend' event for marketing leaders and professionals looking to up-level their game. Informative speakers, valuable breakout discussions, and the chance to build meaningful relationships while taking in the local beauty of Vermont."

- Bill G., SVP of Marketing, Esper

What it costs:

Item	Cost
Ticket	\$1,299
Hotel (The Lodge at Spruce Peak)	\$219-\$489/night x [3 nights]
Travel	[\$estimate]
Total	[\$fill in]

A few other things worth noting: meals (breakfast and lunch both days) and airport shuttles are included, and if I need to stay reachable there's plenty of space at the venue to step away for calls.

When I'm back, I'll put together a short recap of what's worth applying to *[our pipeline / our content strategy / our team]*.

Happy to answer any questions.

[Your name]

Handling Objections

If your manager pushes back, here's how to respond. Keep it short. One answer, then close.

"The budget isn't there right now."

The ticket is \$1,299. Consider what's on the other side of that: three days with other B2B marketers working through the same pipeline, content, and AI challenges we are. Ideas you can act on immediately. A network of marketers you can call when you're stuck after the event. Plus, if the whole team goes we can attend different sessions to cover more ground.

"We can't have you out of office for three days."

It's two days of programming. You fly in, you're heads-down, you fly out. And if anything urgent comes up, there's plenty of space at the venue to step away for calls. You come back with things to act on the following week, not theoretical frameworks you'll revisit someday.

"Can't you just watch the content online?"

Not all sessions will be recorded, and even the ones that are don't capture what actually makes Drive worth it. The conversations between sessions, over breakfast, on a hike. That's the stuff you can't rewatch.

"Is this the right conference for where we are as a company?"

A better question is whether you can afford to miss two days with B2B marketers figuring out the same things you are. People attend from companies at all stages, so you're not just learning from peers, you're learning from people who are a few steps ahead.

What People Say

Use these if you need a little extra convincing power.

"Drive is a 'must attend' event for marketing leaders and professionals looking to up-level their game. Informative speakers, valuable breakout discussions, and the chance to build meaningful relationships while taking in the local beauty of Vermont."

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"This was my second year at Drive and I thought it was absolutely the right choice to come back- loved having "reunion" moments with people I met last year and getting to meet a whole new "cohort" of people. The speakers offered a great mix of hands-on perspective plus introducing us to ideas or skills we might want to pursue outside of the requirements of our day jobs."

-Andres B., Senior Marketing Manager

"It is an amazing feeling to attend a conference where you know you will meet like-minded people, but also incredibly supportive people. Drive creates the space for B2B marketers to reset, revive, and ultimately thrive. I came away with so many ideas of where to go from here."

-Mandee S., Senior Marketing Manager

Full Cost Breakdown

Fill this in and include it with your email or share it separately.

Item	Cost
Ticket (in-house marketer)	\$1,299
Hotel (The Lodge at Spruce Peak)	\$219-\$489/night
Airport shuttle	Included
Meals	Breakfast and lunch both days included. Budget for dinners on your own.
Travel	[\$your estimate]
Total	[\$fill in]

Most attendees are in and out in 3 nights. The shuttle from the airport is included -- no need to budget for an Uber unless you prefer to go on your own (roughly \$75-\$100).