

# RampUp 2026 Convince Your Boss Email

Experience the world’s premier data collaboration event and step into the future of advertising

**Subject Line:** How RampUp 2026 will boost our marketing performance

Hi [manager name],

I'd like to [use my professional development funds and/or request your approval] to attend the RampUp 2026 conference in San Francisco from March 3-5. Now in its 12th year, RampUp is the premiere data collaboration event for [insert your role (e.g. marketers, technologists, analysts)] powering breakthrough outcomes with data.

Given our strategic focus on [insert 1-2 key team projects/initiatives here], attending RampUp will equip me with actionable strategies that can help us achieve these goals.

I'll gain access to more than 45 case studies, panel discussions, and product deep dives to bring back to our team from innovative companies like [choose 2-3 [past attendee companies](#) relevant to your industry], as well as the opportunity to network with more than 2,000 marketers, technologists, and LiveRamp experts.

I'm particularly excited to attend the following sessions this year:

- [add session title [from agenda](#)]
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I've calculated the approximate cost to attend below. If I register by Dec 31 I can save \$200 off the full conference price.

- Full conference registration fee: \$1099
- Airfare: \$XXX
- Hotel: \$349 per night
- Other Travel Expenses: \$XX
- Total: \$X,XXX

93% of attendees consistently recommend RampUp to their colleagues, and I'm confident that the business benefit is worth the budget. If given the opportunity to attend, I will share a post-event report covering key insights and action items for our team to discuss.

Thank you for your consideration and please let me know if you need any other information to make your decision before discount pricing ends on Dec 31.

Best,  
[Your name]