



JUSTIFICATION LETTER

Request to Attend SMPS Heartland Regional Conference (HRC), September 30–October 2, 2026

The Society for Marketing Professional Services (SMPS) Heartland Regional Conference (HRC) is taking place in Cincinnati, Ohio, from **September 30–October 2, 2026**. This premier event brings over 350 marketing and business development professionals from across the architecture, engineering, and construction industry, representing 10 regional SMPS chapters across the Midwest.

Attending HRC will provide me with insights, tools, and valuable connections that directly support our firm's goals in business development, marketing, and client engagement. The conference is designed for A/E/C professionals at all levels, from emerging marketers to seasoned leaders, who are involved in marketing, business development, client management, proposal strategy, and communications.

Key Benefits of Attending:

Strategic Skill Building: HRC offers targeted sessions led by industry experts that focus on business strategy, market trends, proposal development, and client management—skills that are essential to our continued success.

Professional Development: With seven breakout sessions, two keynote presentations, and multiple networking opportunities, the conference delivers over \$1,700 in professional value. This is a fraction of the cost of attending similar events individually. Because this conference is only held once every two years, the registration fee aligns with the typical annual investment companies make in employee training and development.

Networking & Partnerships: This conference has been occurring every other year for 18 years, and it fosters connections with peers, potential partners, and thought leaders, opening doors to future collaborations and business opportunities.

Knowledge Sharing: Upon my return, I will prepare a post-conference report or presentation to share key takeaways, best practices, and tools with our team, ensuring that the value of this experience extends beyond my individual attendance.

SMPS Heartland Regional Conference
Hilton Cincinnati Netherland Plaza | Cincinnati, OH



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Cost Comparison

Event/Activity	Comparable Value
7 Educational Sessions	\$420
2 Keynote Speakers	\$600
2 Networking Lunches	\$150
2 Networking Breakfasts	\$100
5 Networking Breaks	\$180
2 Networking Receptions	\$150
Business Connections	Priceless
Total Equivalent Value	\$1,700

With a member registration fee of \$500 (early bird members) and \$550 (early bird non-members), this represents a cost savings of \$1200, and it includes the benefit of immersive learning and inspiration that only an in-person event can provide.

Additional pre-conference four-hour workshop opportunities are also available.

I am confident that attending HRC will enhance my contributions to our team. Thank you for considering my request.

