**Date:**

**To:**

**From:**

**Re:** Request to attend International Media Marketplace Luxury (IMM LUX) in Las Vegas October 1-2, 2025.

Please find enclosed a brief proposal for our team to attend IMM LUX.

**Background:** IMM LUX is the leading networking event connecting luxury brands with top-tier journalists, editors, and content creators. The two-day event format is unrivaled for media relationship-building and networking opportunities.

IMM LUX brings together more than 100 international luxury brands with 100 luxury-focused media and content creators. The event will save us considerable time pitching coverage and collaboration opportunities. We will host a dedicated table to meet one-on-one with premier luxury lifestyle media in 22 targeted, prescheduled appointments.

The Luxury Summit, held on the first day of IMM LUX, is the forum for PR professionals to learn from industry leaders. The one-day conference brings luxury PR professionals and media together to inspire ideas, share insights, and discuss the trends and opportunities in the industry.

IMM LUX includes multiple networking opportunities, catered networking events, and cocktail parties, allowing us to meet and build lasting relationships with the media and creators.

Please view the IMM LUX website and video at [immlux.com](https://travmedia.com/immlux/)

The return on the investment will be the below deliverables:

1.

2.

3.

For budgets, I have included these costs:

Registration: $XXXX

Airfare: $XXXX

Hotel: $XXX

Other miscellaneous expenses: $XXX

**Total: $XXXX**

Please let me know your thoughts and if we can attend.  We would like to reserve our place to take advantage of the early bird savings before prices rise and the event sells out.

I appreciate your consideration.

Warm regards,