



The Mirage, Las Vegas, USA
November 2-4, 2016

At 404, we've got you covered

Without being too smug, we know 404 is going to rock. After all, where else would you find so many great speakers who aren't afraid to tell it like it is? And we know that many people would be more than happy to spend their hard earned cash to get there. But, we're nothing if not realistic, and we know that the expense of travel, accommodation, tickets, and a few days away from home can be a bit much. So, why not ask your boss for help?

But how exactly do you approach your boss to ask them to cover the costs let alone a few days away from the office? Not to worry, we've got you covered. We've put together a letter just for you to help you convince your boss. And if that isn't enough, we have also included additional information that highlights all the great things about 404 and shows just why you have to be there.

Just make the appropriate edits, print it out, hand it to your boss, bribe them with some coffee or chocolates (or something stronger), and get ready for Vegas!

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Dear Master and Commander (or insert your boss's actual name),

404 is a new and exciting Digital Marketing and Website Development conference taking place in **Las Vegas** this **November 2-4**. With expert speakers from companies such as Digital Clarity Group, UnMarketing, MarketingProfs, and Kentico, it focuses on innovation and driving success from past mistakes and failures.

The conference consists of two tracks – **Business and Technology** – creating a program guaranteed to be of value. And there is a great opportunity to network with brands, agencies, marketers, developers, content editors, managers, team leaders, CMOs, CTOs, directors, as well as business owners.

Aside from the costs of travel and accommodation, the cost for the conference is just **1 450 USD** for complete access to all keynotes, sessions, networking, roundtables, and social events for three days, as well as access to all presentation slides after the event.

I honestly feel that if you agree to send me to 404, not only will it be a tremendous opportunity for me but also for the company. The **knowledge** and **information** I gather will be shared throughout the team, and I believe the **ideas** that will be presented will help us to move in the right direction.

Thank you,

Your loyal and obedient servant, (remove if needed)

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Why your company cannot afford to miss 404!

We all knew that one kid in school that wasn't afraid to stand out and defy the rules. Well now, finally, there is a conference that is breaking the rules too, 404. No wonder it takes place in Vegas, a city that never shies away from being brave, bold, and open – just like all the 404ers that will be attending. But just in case the amazing location and prestige are not enough for you, here are a few more reasons why your company **has to be** at 404:

Transparent and Practical Presentations

404 won't be just a showcase of speakers verbally patting themselves on the back bragging about what they have achieved. It will show people exactly how they got there – warts and all! The conference is jam-packed with real-life cases and actionable examples that your company can start leveraging immediately. It's a great opportunity to hear from experts from companies such as Digital Clarity Group, UnMarketing, MarketingProfs, Kentico, or a Microsoft MVP.

Quality and Relevant Content

It won't be the same old story of 150+ sessions across 15+ tracks because, unless you can do magic and be in more places at once, you just end up paying for all the stuff you're missing. Instead, 404 curates two tracks – Business and Technology – with carefully selected and thoroughly prepared sessions to make sure that, no matter what your focus is, there is always a program guaranteed to be of value to you.

A Unique and Likeminded Tribe

Marketing and technology are getting closer and closer, and 404 is going to unite these two communities even further. Mixing these two crowds together will give your team the opportunity to network with brands, agencies, marketers, developers, content editors, managers, team leaders, CMOs, CTOs, directors, as well as business owners. Suddenly, you will see and understand new points of view, priorities, problems, and ideas through the eyes of your clients, competitors, and industry mavericks.

How Much Will It Cost?

Combo Pass (Early Bird) - complete access to all keynotes, sessions, networking, roundtables, and social events for three days, access to all presentation slides after the event, breakfasts, lunches, and all-you-can-drink coffee	1 450 USD
Flight tickets	600 USD
Accommodation in The Mirage for three nights	820 USD
Total cost for the two-track three-day conference experience	2 870 USD
Not making the same mistakes that everyone else makes	Priceless

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