Dear [decision maker],

I would like to attend the 2018 Fall Onsemble Conference hosted by Forte, September 18 – 21 at the Monona Terrace Convention Center in Madison, WI. This conference offers a valuable, unique opportunity to stay up to date with the clinical research industry, network with peers at like institutions and learn best practices related to the **Forte technologies** utilized by [your institution].

You can learn more about Onsemble at the conference website: conference.onsemble.net. By attending, I would:

* **Choose from over 40 unique sessions:** The Onsemble conference covers everything from site metrics to user adoption to coverage analysis. There are also community roundtables and interactive workshops where I could get hands-on training and experience that no other conference offers. By attending some sessions, I will also be able to receive continuing education credits (CEUs).
* **Get an opportunity to network with leaders in the industry:** Attendees include members of Clinical Trials Office leadership, clinical research associates, data managers, site administrators, and regulatory managers. Other attendees represent study financials management, clinical informatics, and biostatistics teams. Almost every role within the clinical research industry is represented, and nearly all sessions are led by peers with expertise in clinical research.
* **Learn tips and tricks for Forte technologies and see what’s next from Forte:** I would leave with valuable information that I could use to increase efficiencies and improve processes at [your institution]. And learning about what’s next from Forte would allow us to be prepared and proactive in future planning.

**Costs**

Forte subsidizes over 50% of the attendee costs for the conference. Registration fees include access to workshops and training, education sessions, networking events, and nearly every meal.

[Select appropriate option from the three registration deadlines below]

If I register before August 15th, the registration fee is $650 (customer rate).

If I register before September 7th, the registration fee is $750 (customer rate).

If I register on or after September 8th, the registration fee is $850 (customer rate).

This is a better value than any other industry conference, with the added value of free meals. A cost breakdown is below.

|  |  |  |  |
| --- | --- | --- | --- |
| Registration |  | [enter registration rate-$650, $750 or $850] | |
| Meals |  | [enter Wed. dinner]\* | |
| Airfare |  | [enter airfare] | |
| Hotel |  | | $204/night fee/night\*\* |
| **Total Cost** |  | | [Fill in total] |

\*Attendees are responsible for one dinner.

\*\*Hotel accommodations must be booked by August 15, 2018 to receive conference rate.

**ROI**

This unique educational and networking opportunity makes my attendance a great investment for [your institution]. Upon my return from the Onsemble conference, I would be happy to create a short presentation highlighting what I learned and suggested strategies for [your institution] going forward. I will also make any conference materials available for those on our team.

As I mentioned earlier, in order to receive the discounted conference rate, I need to register by August 15. I appreciate your consideration and prompt response.

Sincerely,

[Your name here]