



# JUSTIFICATION TOOLKIT

*make the case*

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# Amplify is the AEC Industry's Premier Marketing, Business Development and Leadership Experience

**For more than 45 years SMPS has held an annual conference dedicated to marketers, business developers, and firm leaders within the AEC industries.**

These roles have all shifted and expanded well beyond advertising and communications, and have become more challenging, thanks to expectations for supporting the complexity businesses require.

**Amplify A|E|C is dedicated to elevating the future of marketing, business development, and leadership in the AEC industries.** The Society for Marketing Professional Services (SMPS) brings together industry innovators, thought leaders, and rising talent to explore cutting-edge strategies, share best practices, and address the most pressing challenges facing AEC firms today.

Designed to empower professionals at every stage of their careers, Amplify A|E|C delivers transformative education, unparalleled networking, and actionable insights that drive real results.

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## How will your firm benefit from your attendance?

You set the standard—whether through a brand experience, client relationship, or social media strategy. Amplify A|E|C offers opportunities that can't be found elsewhere to help you become even more successful in your profession and in today's changing industries. Receive powerful content to inspire forward-thinking strategies. Network to elevate your business and customer engagement. And participate in professional development to fuel your passion for learning.

## What skills and knowledge will you gain?

- **Learn the latest strategies** in business development, marketing, and leadership
- Gain a better understanding of how to **better market your products and services** if you're a technical professional
- Discover **new opportunities to grow your business** by making contacts and meeting relevant clients
- **Expand your network** of experienced and knowledgeable business practitioners and consultants

## What are the networking benefits?

Attending Amplify A|E|C will enable you to meet and **interact with AEC industry professionals and experts** from the US and Canada. You'll acquire valuable information and insights, gain an understanding of what other firms are talking about and planning, and how they're accomplishing certain goals or tackling specific challenges that are similar to your own.





# 5 Tips for Building Your Case for Attending Amplify A|E|C

## 01 Take advantage of launch registration pricing.

**Register early** for the lowest registration, hotel, and airfare rates. You can save the most by signing up by December 5th, 2025.

## 02 Share and present.

Explain what you plan to get out of attending and how that will benefit your work, clients, and firm. Explore the conference session schedule and **make a list of the sessions that will help you the most.** Offer to bring back and share with your colleagues what you learned. They will get the benefits of your attendance, too.

## 03 Talk up the takeaways.

From networking opportunities to practical takeaways from each session, **attending a live conference empowers you with knowledge you can enact with your team.** In addition, you can bring back ideas or solutions from new or improved products and/or services presented in the exhibit hall.

## 04 Build a networking list.

Amplify A|E|C is an unmatched source for networking, bringing together professionals in AEC from across the country and around the world. **Make note of speakers, exhibitors, or industry representatives you would like to meet or learn from.**

## 05 Have a plan.

**Be ready with a plan** that shows who will cover for you while you're attending the conference.

## Still have questions or need more tips on making your case to attend Amplify A|E|C?

Reach out to [knowledge@smmps.org](mailto:knowledge@smmps.org)

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# Justification Letter

Hi [Insert Name],

I am interested in attending the 2026 Amplify A|E|C™ Conference, held July 27-29, in Las Vegas, NV. I have outlined below the direct business benefits to the firm as well as how attending would positively impact my professional growth. If you have any questions, please let me know, and I will be able to provide additional information.

Amplify A|E|C is the most important gathering of marketing and business development professionals in the AEC industry and an opportunity for me to learn from thought leaders in this space. The event attracts hundreds of marketers – from CMOs to specialists – from architecture, engineering and construction firms of all sizes.

This year's event is especially important as our firm navigates the post-pandemic world and looks for new ways of attracting and retaining business. No other conference provides the same high-caliber, actionable education that AEC marketers need to succeed.

After the conference, I will provide you and the team with a full conference summary outlining the lessons I learned, and my recommendations for how we can implement them.

The specific benefits to our firm resulting from my attendance at this year's Amplify A|E|C conference are substantial, making this an appropriate use of our professional development budget and my time. Discounted rates are also available and a great opportunity for more of our colleagues to participate in this timely content at a fraction of the cost.

I appreciate your consideration of my request. If you would like to discuss this further, please let me know.

Sincerely,  
[Insert Your Name]

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