

Dear _____,

Re: Influencer Fraudnomics Summit

I'm interested in attending Sylo's "Influencer Marketing Fraudnomics Summit" on September 17th in New York.

The summit is a no holds barred gathering exclusively for brands, agencies, creators, talent managers, and platforms to understand, discuss, and solve the biggest threat facing the influencer marketing industry – the economic impact of influencer fraud – which will cost brands \$1.3 billion in 2019 alone according to the keynote speaker, Economist and Professor Roberto Cavazos, who authored the "Economic Impact of Bad Actors on the Internet" in July 2019. The summit isn't a "how-to-do influencer marketing" event with generic conversations. It's an intimate gathering of industry leaders uniting in one place to have a straightforward conversation focused on minimizing the economic impact of fraud, standardization, and moving the industry forward through collaborative efforts.

I'd like to attend because I want to be part of the solution by adding my voice in interactive discussions covering brand transparency and safety, measurement and reporting, the need for independent third party verified data, the good and bad of technology, trust between creators and other players, and standardization of reporting. We need to do everything we can to eliminate bad actors and move the industry forward so fraudsters can't operate in the new collaborative influencer marketing ecosystem and I want to help minimize the economic impact on our business.

The summit includes lunch, the opening keynote, opening fireside chat with Casey DePalma McCartney, Director, PR and Digital Engagement, Unilever North America, a closing keynote with Lucia Evans, and Award-Winning Brand Storyteller, #MeToo Silence Breaker, and Change Maker, followed by an industry mixer and optional VIP dinner. Speakers from Mediacom, GroupM, Weber Shandwick, Wavemaker, Publicis Groupe, WHOSAY, Southwest Airlines, Nike, and others are leading sessions throughout the day.

The below are issues that reappear in numerous articles regarding the space and what we'll be discussing:

- The Practice is Far Too Narrowly Defined - expanding the field of influencer marketing
- Follower Counts + Keywords Are a Terrible Way to Select Influencers
- Transparency, Authenticity, and Integrity of Influencers
- Fake Followers, Fake Influencers, and Fake Numbers
- Over-Abundance of Some Types of Influencers; Almost Nothing Anywhere Else
- Increased focus on ROI

Here's an approximate breakdown of the conference costs:

Airfare \$ _____

Transportation (round trip taxi from airport to hotel) \$ _____

Registration Fee \$ _____

Total \$ _____

The summit is programmed and designed to keep attendees focused on valuable networking opportunities, improving their influencer marketing strategies, and uniting the industry to solve the cost of fraud across the supply chain.

In addition, I will be provided with notes summarizing each session and key takeaways to bring back to the office, which I can share with you and the rest of the team. I'd be happy to schedule a post-conference meeting with you to provide a summary of all the major takeaways and tips I learned relevant to maximizing our current investments. I can also share relevant information with key personnel throughout the company to further our influencer marketing efforts.

Thank you for your consideration.

I look forward to your reply.

Regards,