[subject line / Re:] Attendance at Accelerate 2024 Customer Conference

Hello [Name],

I’m reaching out to request your approval to attend Total Expert’s annual customer conference, **Accelerate 2024, on June 23-27, 2024,** in Minneapolis, MN.

Accelerate is the only industry conference that brings together the entire community of Total Expert customers, integration partners, technology alliances, industry influencers, and marketers focused on turning data and insights into action and impact.

As you know, we leverage Total Expert to [insert one-line explanation of main benefit from/how you use Total Expert.] At a total cost of about $**X,XXX**, I believe my attendance at Accelerate 2024 will result in immediate ROI and is the most cost-effective way to ensure we get the most from our Total Expert investment. I’ll attend four days of valuable sessions and product deep-dives presented by peers who leverage Total Expert in creative and results-driven ways, industry pros, Total Expert’s product team; and other influential voices.

At Accelerate 2024, I will:

* Learn firsthand what strategies our financial services industry peers are using to drive growth and create loyalty
* Learn how to leverage the newest capabilities available in the Total Expert platform, such as Customer Intelligence
* Connect with Total Expert’s integration partners to learn how we can leverage leading software solutions more efficiently across our tech stack
* Meet face-to-face and build relationships with key Total Expert leaders and team members to build fruitful relationships with peers who face the same daily struggles and technology challenges that we do

I would like to schedule a post-conference meeting with you to summarize all of the major takeaways and tips I learned at Accelerate 2024 so we can work together to maximize our investment in Total Expert. And I can share relevant findings with other key personnel throughout the company.

I believe the total cost for my attendance at the conference to be a worthwhile investment. Here’s an estimated breakdown:

|  |  |
| --- | --- |
| **Select Conference Registration Type**\* |  |
| Early-Bird Conference Pass | $245 |
| Early-Bird Conference Pass + Training | $595 |
| Standard Conference Pass | $495 |
| Standard Conference Pass + Training | $995 |
| Hotel (price based on 3-4 room nights) | $900 – 1,200 |
| Airfare to Minneapolis  | $XXX |
| Roundtrip transportation between airport and hotel | $40 |
|  |  |
| **Total estimated cost** | **$X,XXX** |
|  |  |
| *\*Early-bird rate expires March 1, 2024* |

**In addition, I can save $250-400 if I register by the early-bird deadline of March 1.**

Please let me know if you have any questions or if I can begin planning to attend!

Regards,