

Hello Mr. /Mrs. Manager,  
   
Re: Iterable’s Activate Conference  
   
I’m writing to ask for approval to attend Activate, Iterable’s first annual conference, on April 3, 2018in San Francisco, CA. Activate is a day of learning; including best practices, hands-on training, and an environment where I can discover the latest trends, technologies and methodologies from marketers around the world. At a total cost of about **$XXX**, it's the most cost-effective way to ensure that we’re getting the most from our investment and should result in immediate ROI.   
   
In particular, I’d like to focus on finding solutions or best practices that could benefit these projects:

* [add project or initiative]
* [add project or initiative]
* [add project or initiative]

In addition to breakout sessions with Iterable customers, partners, industry experts and influencer speakers, I will also have the opportunity to interact with Iterable employees. The opportunity to meet face-to-face and build our relationship is something that I can leverage across the projects that I manage throughout the year. Iterable is also offering a half day of training on April 2, 2018 that would strengthen my knowledge of Iterable and ensure we are getting the most out of our investment.

Here’s an approximate breakdown of conference costs:

* Airfare: $XXX
* Transportation: (round trip taxi from airport to hotel): $ 80
* Hotel: (2 nights at $375): $750
* Meals: (1 days at $50): $ 50
* Customer Training $ 99
* \*\*Registration Fee: $299
* Total: **$XXX**

\*\*Registration fee includes all materials, breakfast, lunch and access to session recordings and PowerPoint slides post conference.  
  
I’m currently working on ways to reduce expenses, including hotel discounts, ride sharing, and meals with vendors.  I will schedule a post conference meeting with you to provide you with a summary of all the major takeaways and tips I learned to maximize our current investments in Iterable.    
   
Thank you for considering this request. I look forward to your reply.   
   
Regards,

**Pricing Structure for Reference:**   
January & February: $199  
March: $299