Dear [insert recipient’s name],

I am requesting approval to attend Pink Elephant’s Annual International IT Service Management Conference & Exhibition – Pink22, presented from June 19-22, 2022, at the Bellagio in Las Vegas.

This event is considered the premier, globally recognized industry conference on ITSM and is running for the 25th consecutive year.

I want to take advantage of the VIP Executive Pass, which is a new pass being offered this year and will provide a premier conference experience with leadership-centric guidance on shaping an organization’s IT business strategy.

In the IT industry, Pink’s annual conference has the reputation for having the most comprehensive program and offers more than 60 sessions delivered by experienced practitioners and Pink experts. There will also be multiple inspiring keynotes, half-day workshops that provide practical knowledge, industry solutions from world-renowned vendors, and several networking events.

The leadership-focused experience offered with this pass will allow me to connect and gain valuable insights from other like-minded IT leaders on common challenges and goals. Plus, I will be given exclusive opportunities to engage with Pink’s most senior consultants, along with other industry experts.

Additionally, it would be my goal to discover new technology solutions and services by connecting with the exhibitors at the event: [List exhibitors with whom your industry/department would benefit from connecting with]. There are usually more than 40 vendors in attendance.

Below is a list of a few sessions that I would like to participate in because they are pertinent to my role. Here are sessions that I believe will be very relevant and worthwhile, including:

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**Executive VIP Pass Financial Investment and Benefits**

Conference fee: The Executive VIP Pass is $2,995 USD and includes:

* Leadership focused peer-to-peer sharing and networking opportunities
* Connections to Pink’s experts and industry thought leaders
* Exclusive workshops that will be delivered on Sunday (pre-conference); I can attend Troy DuMoulin’s session and/or Chester Elton’s session – I get to make the choice.
* Exclusive VIP conference breakout sessions that are focused on today’s most pressing leadership issues
* Reserved front-of-the-room seating at all general sessions
* Exclusive Roundtable Power Lunches
* An upgrade to Fountain View rooms (a limited number are available and offered on a first come, first served basis) No longer available – SOLD OUT
* The Executive VIP lounge
* An exclusive one-hour one-on-one consulting session with a Pink expert (a limited number are available and offered on a first come, first served basis – one session per organization) No longer available – SOLD OUT
* Priority registration at the conference service desk
* An Executive VIP concierge to help with my conference experience (excludes personal entertainment)
* A complimentary copy of Chester Elton’s book, *Leading with Gratitude: 8 Leadership Practices for Extraordinary Business Results*
* Transportation/airfare: Approximately $\_\_\_\_\_\_\_

**Pink22 Discount Offers**:

* The Team Pass provides a 15% discount for all attendees of an organization that registers a team of three or more at the same time, from the same organization.
* The Combo Pass includes the purchase of both a Pink22 pass and a pre- or post-conference course and, which enables you to receive 10% off the price of the course.

This conference will provide me with an opportunity to be fully immersed in a comprehensive educational experience. Upon returning from the event, I will share the lessons learned and propositions for implementation.

Sincerely,  
[Name]   
[Title]