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.

In the IT industry, Pink’s annual conference has the reputation for having the best program, which will provide me with numerous opportunities to broaden my knowledge and will include 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 by world-renowned vendors, and several networking events.

By attending, I will be able to gain new perspectives that include the ITIL® 4 framework, and I can also connect with other like-minded practitioners on common challenges and goals. 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 at the event.

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

Session title:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Platinum Pass Financial Investment and Benefits**

Conference Fee: The Platinum Pass is $2,695 USD and includes:

* Priority registration at the conference service desk
* Reserved front-of-the-room seating at all general sessions
* The exclusive Platinum Pass lounge
* Exclusive front-of-the-line book signings
* 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
* Exclusive Platinum Pass ‘Ask the Expert’ breakout sessions
* An exclusive three-hour workshop delivered on Sunday (pre-conference) by Chester Elton
* An exclusive one-hour 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
* 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 provides an opportunity to get fully immersed in a comprehensive educational experience. It has direct relevance to my job and the projects we are working on. Upon returning from the event, I will present the lessons learned and propositions for implementation.

Sincerely,  
[Name]   
[Title]