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 and will provide numerous opportunities to broaden my knowledge and includes 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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**Standard Pass Financial Investment and Benefits**

Conference Fee: The Standard Pass is $2,495 USD and includes:

* Attendance at all Pink22 keynote and breakout sessions (except those explicitly identified for Platinum Pass or Executive VIP Pass holders)
* Food and refreshments at breakfasts, lunches, and midmorning and afternoon breaks on Monday, Tuesday, and Wednesday
* Refreshments and *hors d’oeuvres* at the Networking Receptions on Sunday and Monday evenings
* Onsite registration, badge printing, and customer service support from the Pink Elephant customer service desk
* A downloadable event app to access conference materials and to create and manage my own personal Pink22 agenda
* 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 and 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 provide propositions for implementation.

Sincerely,  
[Name]   
[Title]