Dear [Insert Recipient’s Name],

I am requesting approval to attend Pink Elephant’s International IT Service Management Conference and Exhibition – [Pink23](https://www.pinkelephant.com/en-US/Pink23/home), being presented from February 26-March 1, 2023, at the Bellagio in Las Vegas.

This event is running for the 26th consecutive year and is recognized as the world’s premier IT service management conference that features an unsurpassed line-up of speakers and meaningful subject matter.

I want to take advantage of the Executive VIP Pass, which offers me exceptional access to, and networking with, many of the industry’s top thought leaders and practitioners. This 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 content-rich IT service management program in the industry. It will provide numerous opportunities for me to broaden my knowledge from the more than 60 sessions that will be 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.

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 objective 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.

Here are a few of the sessions that I would like to participate in, because they are pertinent to my role in addition to being 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; and exclusive VIP conference breakout sessions that are focused on today’s most pressing leadership issues.

I can also attend an exclusive workshop that will be delivered on Sunday (pre-conference), where I have the choice to attend either the one presented by renowned ITSM and ITIL® Expert Troy DuMoulin or the one presented by luminary Chester Elton – the world’s #2 top organizational culture expert and #4 top leadership expert (ranked by Global Gurus in 2020).

In addition, I can take advantage of reserved front-of-the-room seating at all general sessions, attend exclusive roundtable power lunches, and access to the Executive VIP lounge where I where I can meet and interact with peers, thought leaders, and ITIL/ITSM experts.

I anticipate my transportation/airfare costs will be approximately $\_\_\_\_\_\_\_.

This conference will provide me with an opportunity to be fully immersed in a comprehensive educational experience and has direct relevance to my job and the projects we are working on. I deeply appreciate any consideration you may give for supporting my attendance at Pink23.

Upon returning from the event, I will share the lessons learned and propositions for implementation.

Sincerely,  
[Name]   
[Title]