Dear [insert recipient’s name],

I am requesting approval to attend Pink Elephant’s International IT Service Management Conference & Exhibition – [Pink23](https://www.pinkelephant.com/en-US/Pink23/home), 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 Platinum Pass offer, which offers me superior access to, and networking with, many of the industry’s top thought leaders and practitioners.

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.

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 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 at the event.

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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**Platinum Pass Financial Investment and Benefits**

Conference fee: The Platinum Pass is $2,695 USD and includes reserved front-of-the-room seating at all general sessions; access to the exclusive Platinum lounge where I can meet and interact with peers, thought leaders, and ITIL/ITSM experts; and access to the exclusive Platinum Pass ‘Ask the Expert’ breakout sessions.

I can also attend an exclusive workshop that will be delivered on Sunday (pre-conference) by luminary Chester Elton – the world’s #2 top organizational culture expert and #4 top leadership expert (ranked by Global Gurus in 2020).

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

This conference will provide me with 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. I deeply appreciate any consideration you may give for supporting my attendance at Pink23.

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

Sincerely,  
[Name]   
[Title]