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) that will be 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 Standard Pass, which provides many opportunities for 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 offers 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 over 40 vendors at Pink’s conference.

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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**Standard Pass Financial Investment and Benefits**

Conference fee: The Standard Pass is $2,495 USD and includes attendance at all Pink23 keynote and breakout sessions (except those explicitly identified for Platinum Pass or Executive VIP Pass holders). My food costs will be minimal, because food and refreshments will be served daily during the conference and the networking receptions.

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 provide propositions for implementation.

Sincerely,  
[Name]   
[Title]