Dear [Insert Recipient’s Name],

I am requesting approval to attend Pink Elephant’s International IT Service Management Conference & Exhibition – Pink23, being presented from February 26-March 1, 2023, at the Bellagio in Las Vegas.

This event is considered the premier, globally recognized industry conference on ITSM and is running for the 26th consecutive year. Although the Pink23 program has not yet been completed, this event 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 Last Early Bird Executive VIP Pass offer, which ends on October 28, 2022. If I register and pay before this date, I will save over $900 on four free hotel nights. 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 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 in attendance.

Below is a list of a few sessions that I would like to participate in because they are pertinent to my role. Although the program is not yet complete, there are sessions already online that I believe will be very relevant and worthwhile, including:

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

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**Executive VIP Pass Financial Investment and Benefits**

Conference fee: The Last Early Bird Executive VIP Pass offer is $2,995 USD and includes:

* Four FREE hotel nights on Saturday, Sunday, Monday, and Tuesday (excluding resort fees and taxes)
* Leadership focused peer-to-peer sharing and networking opportunities
* Connections to Pink’s experts and industry thought leaders
* Exclusive workshops that will be delivered on Sunday (pre-conference); one will be presented by Troy DuMoulin and another by a renowned IT thought leader/distinguished IT practitioner (TBA) – I get to make the choice of which one to attend.
* Exclusive VIP conference breakout sessions that are focused on today’s most pressing leadership issues
* Reserved front-of-the-room seating at all general sessions
* Exclusive Roundtable Power Lunches
* An upgrade to Fountain View rooms (there are a limited number available and offered on a first come, first served basis)
* The Executive VIP lounge
* An exclusive one-hour one-on-one consulting session with a Pink expert (a limited number are available and offered on a first come, first served basis)
* Priority registration at the conference service desk
* An Executive VIP concierge to help with my conference experience (excludes personal entertainment)
* A complimentary copy of a business book (TBA)
* Transportation/airfare: Approximately $\_\_\_\_\_\_\_

This conference will provide me with an opportunity to be fully immersed in a comprehensive educational experience. Upon returning from the event, I will share the lessons learned and propositions for implementation.

Sincerely,  
[Name]   
[Title]