Dear [insert recipient’s name],

I am requesting approval to attend Pink Elephant’s International IT Service Management Conference & Exhibition – Pink23, 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 Platinum Pass offer, which ends on October 28, 2022. If I register and pay before that date, I will save over $600 on three free hotel nights.

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 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. Although the program is not yet complete, there are a few sessions already online that I believe will be very relevant and worthwhile, including:

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

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**Platinum Pass Financial Investment and Benefits**

Conference Fee: The Last Early Bird Platinum Pass offer is $2,695 USD and includes:

* Three FREE hotel room nights for Sunday, Monday, and Tuesday (excluding resort fees and taxes)
* Priority registration at the conference service desk
* Reserved front-of-the-room seating at all general sessions
* The exclusive Platinum Pass lounge
* Exclusive front-of-the-line book signings
* An upgrade to Fountain View rooms (a limited number are available and offered on a first come, first served basis)
* Exclusive Platinum Pass ‘Ask the Expert’ breakout sessions
* An exclusive three-hour workshop (TBA) to be delivered on Sunday (pre-conference)
* An exclusive one-hour consulting session with a Pink expert (a limited number are available and offered on a first come, first served basis).
* A complimentary copy of a business book (TBA)
* Transportation/airfare: Approximately $\_\_\_\_\_\_\_

This conference provides an opportunity to get fully immersed in a comprehensive educational experience. It 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 propositions for implementation.

Sincerely,  
[Name]   
[Title]