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 Standard 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, including 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 over 40 vendors at Pink’s conference.

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 already a few sessions online that I believe will be very relevant and worthwhile, including:

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

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**Standard Pass Financial Investment and Benefits**

Conference Fee: The Last Early Bird Standard Pass offer is $2,495 USD and includes:

* Three FREE hotel room nights for Sunday, Monday, and Tuesday (excluding resort fees and taxes)
* Attendance at all Pink23 keynote and breakout sessions (except those explicitly identified for Platinum Pass or Executive VIP Pass holders)
* Food and refreshments will be served daily during the conference: February 26-March 1.
* Refreshments and *hors d’oeuvres* will be provided at two networking receptions
* Onsite registration, badge printing, and customer service support from the Pink Elephant customer service desk
* A downloadable event app to access conference materials and to create and manage my own personal Pink23 agenda
* Transportation/airfare: Approximately $\_\_\_\_\_\_\_

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

Sincerely,  
[Name]   
[Title]