Dear [insert recipient’s name],

I am requesting approval to attend Pink Elephant’s Annual International IT Service Management Conference and Exhibition – Pink24 – presented from March 3-6, 2024 at the Bellagio in Las Vegas.

This event is in its 27th year and is considered the premier, globally recognized industry conference on ITSM that features an unsurpassed lineup of speakers and meaningful subject matter.

I want to take advantage of the Executive VIP 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 will provide numerous opportunities for me to broaden my knowledge from the more than 100 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, my goal would be to discover new technology solutions and services by connecting with the exhibitors at the event. The list of exhibitors is still growing; 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 in addition to being very relevant and worthwhile, including:

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

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**Executive VIP Pass Financial Investment and Benefits**

Conference fee: The Executive VIP Pass is $3,195 USD and includes:

* **Black Friday Sale** – If I purchase the Pink24 Executive VIP Pass before November 24th, I will receive a free self-paced online certification course of my choice. Exams are included.
* Attendance at all Pink24 keynote and breakout sessions (except those explicitly identified for Platinum Passholders)
* Food and refreshments at breakfasts, lunches, and mid-morning and afternoon breaks on Monday, Tuesday, and Wednesday
* Refreshments and *hors d’oeuvres* at the Networking Receptions on Sunday, Monday, and Tuesday evenings
* 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 Pink24 agenda
* Leadership-focused peer-to-peer sharing and networking opportunities
* Connections to Pink’s experts and industry and business thought leaders
* Exclusive workshops – 2 leadership-focused and 5 IT service management process assessments – delivered pre-conference on Sunday by industry experts and business luminaries. I can attend one in the morning and another one in the afternoon
* Exclusive VIP conference breakout sessions focused on today’s most pressing leadership issues
* Reserved front-of-the-room seating at all general sessions
* Exclusive Power Lunch Sessions
* An exclusive Executive VIP Pass lounge
* Priority registration at the conference service desk
* An Executive VIP concierge to help with your conference experience (excludes personal entertainment)
* 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]