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 Platinum 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.

By attending, I will be able to gain new perspectives and I can also connect with other like-minded practitioners on common challenges and goals. 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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**Platinum Pass Financial Investment and Benefits**

Conference fee: The Platinum Pass is $2,895 USD and includes:

* **Black Friday Sale** – If I purchase the Pink24 Platinum 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 Executive VIP 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
* A downloadable event app to access conference materials and to create and manage my own personal Pink24 agenda
* Onsite registration, badge printing, and customer service support from the Pink Elephant customer service desk
* Priority registration at the conference service desk
* Reserved front-of-the-room seating at all general sessions
* An exclusive Platinum Pass lounge
* Exclusive front-of-the-line book signings
* Exclusive Platinum Pass ‘Ask the Expert’ breakout sessions
* Exclusive IT service management process assessment workshops (5 of them!) delivered pre-conference on Sunday by Pink’s highly respected senior consultants. I can attend one in the morning and another one in the afternoon
* Transportation/airfare: Approximately $\_\_\_\_\_\_\_

This conference will provide me with an opportunity to be fully immersed in a comprehensive educational experience that 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]