



January 14, 2022

Pink Elephant

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Re: Pink22 Important Announcement

I am writing today to advise everyone that due to the current COVID-19 Omicron situation, we have taken the decision to postpone the 25th Annual International IT Service Management Conference & Exhibition scheduled for February 15-18, 2022. The new date will be June 19-22, 2022, at the same location, Bellagio Hotel, Las Vegas.

In making this decision, we have been faced with a very complex situation. Many of us are fully vaccinated and boosted, and there's a definite desire to "get back to normal". However, the CDC still recommends no domestic or international air travel unless you're fully vaccinated and, even those who are vaccinated, need to follow many protocols to stay safe and avoid generating further infections. Many businesses, including some US government agencies, have travel bans in place.

Additionally, in the past few days, our Customer Relationship Management team has been reaching out to those of you currently registered for Pink22 including practitioners, exhibitors, and speakers, to ask how you're feeling about the trip to Las Vegas. We've also talked with the Executive team at the Bellagio, the many contractors we engage with to help with the production of the event, and our own team of Pinkers. It has become increasingly clear there's a lot of unease.

At Pink, we pride ourselves on producing the world's "biggest and best" ITSM event each year. One of our key goals is to deliver a WOW! factor. That means we need a full faculty of top-class speakers, the best production team we can muster, and a large dynamic group of practitioners and exhibitors to network with and learn from. Our research this week has highlighted that all these important components will be compromised to one degree or another.

While some of you want us to proceed in February, the vast majority would rather wait until a safer and more convenient time. I hope we can all agree that a significantly reduced and quality compromised Pink22 is not what any of us want. By June, we think the outlook will be more positive, allowing us to travel and assemble with more confidence.

If you are registered for Pink22 right now, you can expect to hear from one of our CRM representatives in the next few days. You are free to choose from any of the following four options:

1. Transfer to the new Pink22 date in June.
2. Skip Pink22 altogether and transfer to Pink23 on February 26 - March 1, 2023.
3. Cancel your Pink22 registration; all funds paid will be held as a credit against future purchases.
4. Cancel your Pink22 registration and receive a full refund.

The choice is yours.

I am so sorry to be the bearer of this news, today. Please understand that we really do appreciate the faith you place in us to produce and manage this annual conference. This decision has not been taken lightly, and I hope you agree that this is all for the best in the long run.

My team and I are already looking forward to seeing you, soon, at a future Pink Elephant event.

Warm regards, and please stay safe.

A handwritten signature in black ink, appearing to read 'F. Cabral', with a stylized flourish at the end.

Fatima Cabral
CEO
Pink Elephant