

Hi [name],

I am writing to get your approval to attend Elevate Customer Summit 2018 presented by RO Innovation November 14-15 in San Jose, CA.

Here are just a few benefits:

- Elite speakers, learn from peers and who will share actionable stories.
- Hands-on learning offering cutting-edge best practices, trends and strategies.
- Smart networking, chance to build over 100 relationships with top Customer Advocacy professionals.

Here's an approximate breakdown of conference costs:

Airfare:	\$XX
Transportation: (round trip taxi from airport to hotel)	\$XX
Hotel: (2 nights at \$XXX with tax)	\$XX
Other Travel Expenses	\$XX
Registration and training fee**	\$299
Total:	\$XX

**Registration fee includes all materials, plus two breakfasts, lunches, and a networking happy hour.

If I sign up by Sept 10 I will get the early bird registration rate of only \$299 and even better, I can bring a colleague for free if we sign up by May 31.

Do you have time to setup a meeting this week to discuss?

Thank you for considering this investment in me and in our team.