

Dear [insert name],

I would like to attend [Forrester's New Tech Forum 2017](#) on December 6. I have reviewed the forum agenda and list of speakers in attendance. I feel that the return on investment would be a major benefit, as the event directly aligns to the priorities of our department including *[insert top priorities here]*.

It's an excellent value for the level of immersive education, and in this one-day program, I will be able to:

- Attend sessions presented by Forrester and industry experts.
- Hear 6+ hours of keynote presentations covering the latest thinking and trends - Identify the emerging tech that will light the path ahead.
- Benefit from networking opportunities with peers facing similar challenges.

I am seeking approval for the registration fee. The full conference price is \$1395 but:

**Option A:** the fee can be waived by applying our pre-paid Forrester event seat

**Option B:** the fee can be discounted to the client rate of \$1295

**Option C:** the fee can be reduced by \$200 by registering before October 20

A breakdown of conference costs includes:

Airfare: \$[xxx]

Transportation: \$[xxx]

Hotel: \$[xxx]

Meals: \$[xxx] *(Breakfast and lunch included with conference fee)*

Conference Fee: \$[xxx] *(Based on selection above)*

Total: \$[xxx]

I've enclosed a customized agenda outlining a number of strategic presentations related to our key challenges and priorities. A few that I plan to attend include *[insert top 3 sessions]*.

I'll also be able to build new relationships, share best practices, and gain direct insight from other peers attending and working on the same priorities.

Others in our organization can benefit from either a team attendance discount, or a post event review where I will be able to relay recommendations and action items and circulate a lessons learned report.

Please accept this proposal to attend as I'm confident in a significant return for this small investment.

Thank you for your consideration.

***[your standard close]***