To:

From:

Subject: Why I should go to KACE UserKon | The European Road Show

You may know that KACE UserKon| The European Road Show is taking place Oct. 10, Paris/ 15, London/22, Munich, this year. I'm writing to ask for approval to attend. UserKon is the only event worldwide designed specifically for KACE users, and it offers a great way to increase our return on investment in KACE solutions.

Learning how to use KACE to its fullest would also increase our internal customers’ satisfaction and boost productivity for everyone. It’s a chance to actually speak with experts and ask questions, compare notes with IT folks at companies similar to ours and get tips on how to use KACE functionality to its fullest.

Here are the top five reasons I think I should be there:

* Hands-on sessions with KACE developers and engineers
* One-on-one opportunities to ask questions about our specific IT environment
* Visibility into the KACE product road map
* Networking with industry peers to see how they are using KACE
* Product demos that reveal deeper KACE functionality

I’d love to ask the KACE experts about these specific projects we have in the works:

* [add project or initiative]
* [add project or initiative]
* [add project or initiative]

Here's a breakdown of expenses, which include discounted rates with conference hotels:

Airfare: $xxx

Transportation between airport and hotel: $xx

Hotel, nights at $xxx: $xxx

Food: $xxx

UserKon registration: $xxx

Total: $x,xxx

I look forward to extending my KACE education in a way that strengthens our business.

Thank you for considering this request.

Regards,