Dear [Manager],

I would like your approval to attend Grow's annual conference, Data Driven Summit, and Certification Boot Camp in Snowbird, UT on October 1-3, 2018. The Summit and Boot Camp are designed to empower attendees like me with actionable tactics and strategies to accelerate and scale the growth of our company. There are a few reasons I'm excited about this opportunity:

1. **Getting Certified at the Grow Boot Camp.** Grow is doubling Boot Camp content this year with multiple session tracks that cater to different skill levels. Topics will cover everything from organizational data strategy to in-depth product training, and I'll even have the opportunity to take an exam and become certified as a Grow expert user, so I can really help our company get the most out of Grow. (If possible, it would be great to send a few representatives from our company so that we can take advantage of all the specialized, hands-on training Boot Camp has to offer.)

2. **Networking (Including with Future Customers).** Most attendees will be in the SMB and mid-market range, so Data Driven Summit will be an amazing chance to learn from peers whose challenges are similar to ours, and will also give me the opportunity to build new business for our company.

3. **Hearing from Inspiring Experts.** Grow is also doubling the Summit content which will give me the opportunity to hear from forward-thinking keynote speakers as well as experienced industry experts in the variety of breakouts available each day. Several sessions will even feature current Grow customers who will showcase how they use data to win. Getting a peek into their playbooks will be invaluable.

Here's an approximate breakdown of conference costs:

Airfare $XX

Transportation (round trip from airport to Snowbird) $XX

Hotel (2 nights at $189) $378

Data Driven Summit Registration Fee $795

Boot Camp Registration Fee $295

**Total** **$XX**

\*\* Registration fees include meals and snacks during the Summit.

I can schedule a post-conference meeting with you to provide a summary of all the major takeaways and tips I learned to maximize our current investment in Grow. I will also be able to share what I've learned and provide training for our other team members so that we can all use Grow more effectively.

Thank you for considering this request. I look forward to your reply.

Regards,