February 14, 2017

To: [First Name] [Last Name], Title
From: [First Name] [Last Name], Your Title

Subject: Valuable Opportunity for [Your Company Name]

I ask you for your support in attending the 2017 Gateway Ticketing Systems North American Galaxy User Group Meeting, August 7-10 with an optional day on Customer Relationship Management Basic Training, August 11, in Seattle. In return, I’ll bring the latest innovation, information and inspiration back to [Your Company Name].

This annual user group meeting is a great educational and networking opportunity for me and for [Your Company Name] because I will be joining 200 industry professionals and Galaxy users for world-class networking and education:

* Training and information sessions are led by Gateway experts providing best practices and tips and tricks by the product creators.
* Presentations and panels by other Galaxy users make up a good portion of the agenda. The information provided in these sessions presents real-life use-cases, innovative product solutions, and uses and examples of processes other venues are using to succeed.

Furthermore, the UGM Registration fee of $1,495 is waived as part of the annual Maintenance Tier that [Your Company Name] has with Gateway. I am also interested in UGM’s new Bonus Day. This year’s program is on Customer Relationship Management. The three-hour session will be a combination of CRM concepts and learning how to use Gateway’s new CRM Plus | Powered by Galaxy solution. There is an additional charge of $395 for this event but I feel that it would be incredible information to bring back to [Your Company Name].

After reviewing the UGM agenda, I have identified a number of sessions which will allow me to gain knowledge and understanding about how we can improve our operational efficiency, return on Galaxy investments and drive revenue. I chose each of these presentations or trainings because they are directly related to my daily job tasks or an area we are currently exploring.

* [Session name or topic]
* [Session name or topic]
* [Session name or topic]

Incidentally, these are only some of the sessions I will attend. The four-day meeting will offer close to 40 presentations, panels, roundtable discussions, product trainings and networking events.

I am hoping that [Company Name] can absorb my travel expenses, including:

* Roundtrip airfare: $[amount]
* Ground transportation: $[amount]
* Hotel: $[amount]
* Meals: $[amount] (daily breakfast & lunch and one dinner is included in UGM registration fee)
* UGM Registration Fee: $0.00 (registration fee of $1,495 is waived as part of Maintenance Tier)
* UGM Bonus Day: CRM Basic Training $395
* The total costs associated with attending the 2017 Gateway Ticketing Systems User Group Meeting are: $[Total of above expenses]

The opportunity for me to foster industry contacts and gain product- and industry-specific knowledge makes my attendance at the 2017 Gateway Ticketing Systems UGM a wise investment for [Company Name]. I look forward to meeting with you to talk further about this opportunity.

 Sincerely,

 [Name]