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 half 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.

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 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 if I attend the full UGM session but I feel that it would be incredible information to bring back to [Your Company Name].

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

* Roundtrip airfare: $[amount]
* Ground transportation: $[amount]
* Hotel: $[amount]
* Meals: $[amount] (daily breakfast & lunch and one dinner are included in UGM registration fee)
* UGM Registration Fee: $1,495 | early-bird cost if reserved by March 31 is $1,345
* UGM Bonus Day: $395 with full registration
* 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]