

[Date]

[Your supervisor's name],

To make sure we have the most up-to-date information about solutions, best practices and thought leadership for business analytics, I would like to attend Business Analytics Forum at Information On Demand 2011, October 23-27 in Las Vegas. As you know, we have already made a significant investment in this type of technology, and attending this event will ensure that we maximize our investment.

This event offers more than 200 business analytics breakout sessions, plus hundreds of additional technical breakout sessions covering important topics like cloud computing, mashups, data governance, unstructured data and more.

Many of these sessions will be presented by users from leading companies, so they'll be very practical in nature (have a look at the brief list below). I'll also be able to pick the brains of IBM executives and other industry experts. And the EXPO hall will be packed with literally hundreds of real-world solutions, powerful innovations and hands-on demos...over 200 of them offered by IBM Business Partners.

Plus, they'll be offering complimentary IBM Software Certification Testing. The normal fee is \$200 per exam, but I can take up to three exams *at no charge* and as many additional exams as I'd like for 50% off.

Sessions of particular relevance to me and our team

[List sessions that will provide the greatest benefit to your organization. You can visit sampleendasite.com to build, print and email a sample personalized agenda.

Costs

[List transportation costs, registration fee and the price per night of the hotel room. Include \$200 savings you gain from registering before October 22]

Why I should be there

This is the single most comprehensive learning opportunity for Cognos and SPSS software users. From this one conference, I'll walk away with the know-how I need to drive more value from our existing business analytics deployments, and learn more about the entire IBM information and analytics portfolio. I think it represents a great value for us.

Thanks for considering my request.

Sincerely,