[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 2012, October 21-25 in Las Vegas. Attending will ensure that we maximize our significant investment in analytics technology.

This conference offers more than 200 business analytics breakout sessions and workshops, plus hundreds of additional technical breakout sessions covering important topics like cloud computing, big data, data governance, advanced case management 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. The EXPO hall will be packed with over 300 real-world solutions, powerful innovations and hands-on demos, many offered by IBM Business Partners. Plus, I'll have full access to the Information Management and Enterprise Content Management Forums for additional learning opportunities.

Sessions of particular relevance to me and our team
[List sessions that will provide the greatest benefit to your organization. You can visit http://sample.iodsmartsite.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 $300 savings you gain from early bird registration (register by August 31) and discounted hotel rates.]

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