Hi [Manager Name],

I would like to attend the Electronic Document Conference, June 17-18, in Seattle. It's a new event, but it looks really interesting. There aren't many events for technical people that focus on document technology. This one includes several sessions that touch on current concerns and may offer ideas for new development. Here's what I think [insert organization name] can get out of attending this event.

1. **Find real solutions to our challenges.** I've already spotted a few sessions that directly address some issues we're already discussing internally. Overall, this conference has 32 educational sessions in several areas of focus, as well as panel sessions and seminars. It's a good opportunity to learn about what our peers are implementing and see how they are tackling issues similar to the ones we are facing. I’ll come back with new and updated strategies for our challenges.

2. **A chance to learn where the industry is going.** Many of the speakers and sponsors at this event are leaders in PDF and related industries. This is a great opportunity to find out what they are thinking about and what they think is coming next.

3. **Networking.** I’ll make new connections and find out how our peers are managing common challenges. I'll also meet potential partners and new employees who could help us with [issue that needs help] and to talk to [existing or potential supplier sponsoring or speaking] about our specific needs.

4. **Inspire the team.** When I return I'll prepare a presentation on what I learned at the Electronic Document Conference and share it with our team. This It’s not just about my personal development. By successfully using what I learn at the Electronic Document Conference, I’ll help us improve [insert organization’s name]’s bottom line!

5. **Personal development.** This event is explicitly educational; the sessions aren't sales-pitches at all. I would regard attending it as professional development for myself and other colleagues attending.

Should I go, I plan to attend the following sessions that I believe have immediate interest for us:

* [list session titles from the agenda at pdfa.org/edc]

My costs will be as follows:

Airfare: $[insert an appropriate cost, if applicable]  
Hotel: $[insert the hotel cost, if applicable]  
Ticket price: $[insert the applicable rate here]

I believe there's real value for us in this conference. I'll bring back new ideas, solutions and best practices we can implement immediately, and I'll be able to convey this to our team so we'll be able to move [organization name] forward.

I hope you agree and approve this request!

Thank you for your consideration.

Sincerely,

[Your Name]