Dear [Approving Manager],

I am writing to request your approval to attend [.conf2015: The 6th Annual Splunk Worldwide Users’ Conference](http://conf.splunk.com/) on September 21-24 at MGM Grand Las Vegas.

After reviewing the [Full Agenda](http://conf.splunk.com/view/agenda/SP-CAAAFFN?r=conf_topnav_agenda_agenda) and [FAQs](http://conf.splunk.com/view/faqs/SP-CAAAFFT?r=conf_topnav_eventdetails_faq) I know that by attending .conf2015 I will come back with a wealth of knowledge on how to get more out of our Splunk implementation, such as: learning to properly architect our Splunk deployment, build reports and dashboards, as well as gain other insights to cost-effectively expand our existing capabilities so we can deliver more value to the business in less time.

We will cover all the skills and business strategies necessary to succeed with data with [Product: Splunk Enterprise, Splunk Mint, Splunk Cloud, Hunk, Splunk Light, Splunk App for Enterprise Security, Splunk App for Stream, Splunk’s apps & add-ons].

I’ll find out how some of the world's most successful companies tackle and use big data – over 50% of the Fortune 100 will be in attendance – and how we can apply what they have learned with Splunk to [our company]. I’ll learn how to implement the latest trends, best practices, and strategic thinking in [Operational Intelligence](http://www.splunk.com/en_us/resources/operational-intelligence.html). And I’ll discover new analytic approaches and useful data technologies that may help us become more efficient, effective, secure and rely less on outsourced expertise.

Over three days, I will have access to:

* 165 in-depth technical sessions that will help us get more value from our data
* 30 hours of one-on-one access to Splunk experts and engineers
* 2 keynote presentations covering the latest technology trends and product announcements
* 36 hours of networking with peers from other leading organizations sharing use cases and best practices

Many of the keynotes and sessions are clearly aligned with our goals – or specifically address some of our biggest challenges. I plan to attend the following .conf2015 sessions [OR] I plan to attend sessions similar to these from .conf2014: [Session Title], [Track/Topic], by [Speaker, Title, Company], [Session Title], [Track/Topic], by [Speaker, Title, Company], [Session Title], [Track/Topic], by [Speaker, Title, Company].

I am seeking approval for the following estimated registration fees and travel expenditures:

* Airfare: [$350]
* Transportation: [$20] (cab to and from LAS)
* Hotel: [$620] (estimated based on 3 nights at $169 + $18 resort fee + tax)
* Meals: [$80] (daily breakfast, lunch and 1 dinner included in conference fee)
* Conference Fee: [$1295 by 4/9, $1495 by 5/29, $1695 regular rate]
* Splunk University: Optional and addt’l fees apply (Heavily discounted at 1d $800, 2d $1200, 3d $1500)

TOTAL: [$]

My colleagues will benefit as well since I will plan to meet with the team when I return to present my findings on how to best to maximize our Splunk deployment ([Trip Report](http://conf.splunk.com/view/faqs/SP-CAAAFFT?r=conf_topnav_eventdetails)).

Please accept this proposal to attend .conf2015 as I am confident in the significant return we will receive for this relatively small investment.

Thank you for your consideration.

Sincerely,   
[Your signature]

### Media Contacts:

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