Hi  <name>,

I’d really appreciate the opportunity to attend Gartner Symposium/ITxpo 2018. It’s five days of immersive hands-on training, workshops, roundtables, strategies to address the key priorities we are working on, and an opportunity to connect with other IT leaders and Gartner analysts that I can learn from.

After attending, I’ll come back with:

• Answers and insights from the experts. I’ll get to talk with Gartner analysts who continuously explore new ideas and examine strategic implications of evolving technologies and industry trends, and who will be sharing just-released research that can impact our business.

• A shortlist of potential suppliers and hands-on training. I’ll have access to technologies and solutions from 200+ companies, enabling me to quickly evaluate the provider landscape. In addition, I’ll have access to Contract Negotiation Clinics where I can get concrete guidance to help cost-optimize our assets and save money when preparing for a vendor contract.

• The ability to make smarter decisions faster. I’ll connect with other businesses like ours to gain valuable insights, techniques, and solutions to address the initiatives we’re working on.

The event takes place October 14 – 18 in Orlando, FL. The price of the full conference pass is $6,000 but [Insert one of the following options]

Option A: can be reduced by applying a prepaid Gartner ticket(s).

Option B: can be significantly reduced by registering through a Gartner account representative at a discounted rate of $5,575.

Option C: as a public sector organization, we qualify for the reduced rate of $4,425.

I’m seeking your approval for the registration fee and travel expenditures.

Let me know if you have additional questions or if you’d like more information, check out the site: [gartner.com/us/symposium](http://www.gartner.com/events/na/orlando-symposium). Let me know if you have any questions. Thank you for your consideration!