Dear [name],

Planview recently announced Horizons - The Planview Customer Conference will take place on September 21st-23rd in Austin, Texas. After reviewing the conference website, I recommend our team attend the conference to further extend our knowledge and usage of Planview products. By attending the conference we will:

* Receive one-on-one access to Planview experts, leaders, and other Planview customers with similar roles and challenges
* Participate in a variety of knowledge exchange opportunities such as the Meet the Experts sessions and Birds of a Feather roundtables
* Have access to multiple mini-training sessions on various functionalities in Planview Enterprise, Troux, and Projectplace
* Get a preview of Planview’s product roadmap for new features and enhancements in 2016-2017
* Learn directly from peers and Planview during general and breakout sessions on best practices and lessons learned so we can improve how we leverage Planview Enterprise and Projectplace

I am seeking approval for the registration fee and associated travel expenses.

The regular conference rate is $1395 but if we register by April 15th we can save $200 on registration (Super Early Bird rate of $995). If we send 3+ attendees we get a group discount to bring fourth attendee for free. By sending more people we will be able to cover all the sessions and get the most benefit from the conference.

**Here is a complete breakdown of associated costs:**

Registration: ­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Airfare: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Transportation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Hotel: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Meals: (Breakfast, lunch and evening functions are all included in the conference fee)

Please accept this proposal to attend as I’m confident in the significant return we will receive for the investment.  
  
Thank you for your consideration.

[Your Signature]