

Dear [insert name here],

I would like to attend the Gartner Business Process Management Summit 2013. I have reviewed the agenda as well as the list of exhibiting companies and feel the return on the investment would be a major benefit as the event aligns directly to the priorities of our department [insert your priorities here].

It's a very good value for the level of intensive education. In 2 days, I'll be able:

- to choose from 20+ presentations from Gartner analysts
- to hear 3 hours of keynote presentations covering the latest trends
- to have a 30 minute private one-on-one consultation with a Gartner analyst where I intend to get private counsel on [list topic here].
- to choose from up to 9 hours of streamlined vendor access and evaluations
- to benefit from many networking opportunities with peers from other companies

I am seeking approval for the registration fee. The full conference price is \$2,725 exc. GST but:

Option A: can be fully waived by applying our pre-paid Gartner Ticket.

Option B: can be significantly reduced by registering through our Gartner Account Representative at a discounted rate of \$XXX

Here is a complete breakdown of the conference costs:

Airfare: \$ [xxx]

Transportation: \$ [xxx]

Hotel: \$ [xxx]

Meals: \$ [xx] (breakfast and lunch included in conference fee)

Conference Fee: \$ (insert based on option selected above)

TOTAL: \$ [xxxx]

There are a number of strategic and tactical "how-to" Gartner analyst presentations on cost saving technologies and processes and how to cost-effectively expand our existing capabilities so we can deliver more with limited resources. A few of the presentations that I plan to attend include [List Top 3 Sessions Here]

I've enclosed an agenda that I built using the customized agenda tool focused on our key priorities.

I've reviewed the exhibitor list and there are a number of vendors participating that I plan to evaluate for future use. In addition to the exhibit showcase and product demonstrations, I plan on scheduling private vendor briefings onsite with [Vendor A, Vendor B, Vendor C].

I'll also be able to build new business relationships and share best practices with other attendees working on the same priorities. This event has end user case study presentations, roundtable discussions with other users moderated by Gartner analysts on topics relevant to our priorities including [Topic A, Topic B, Topic C].

Other staff members in our organization will also be able to benefit as I will meet with the team when I return to relay recommendations and action items, and circulate a detailed and actionable Trip Report.

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

Thank you for your consideration.

[Your standard close]