Date: [Insert Date]

To Whom It May Concern,

I am writing to request your approval to attend Springbrook Software’s annual Activate customer conference, which will take place from October 28 to 30 in Las Vegas at the Vdara Hotel. This conference offers extensive Continuing Professional Education (CPE) training, valuable workshops on cybersecurity, and insights into important trends that will benefit our agency.

Springbrook provides 30 CPE training sessions covering various essential paid training modules, including Utility Billing, Payroll, HR, and workflows for AP, PR, GL, CR, and cashless payments. The value of this training alone exceeds $3,000. Additionally, they offer personalized one-on-one training, saving us nearly $200 per hour compared to in-person training.

By attending this conference, I will gain market information and learn best practices to prevent ransomware attacks through a dedicated cybersecurity workshop. Furthermore, I will attend sessions on managing citizen expectations and network with peers nationwide to understand how they have enhanced operational efficiencies.

**Here are the estimated costs to attend:**

* **Registration:** $895 (early bird rate)
* **Travel:** $ [FROM YOUR DESTINATION TO LAS VEGAS] (October 28-30)
* **Lodging:** $517 – Springbrook has negotiated a favorable rate at the resort
* **Meals:** Included with my admission
* **Time away from work:** (Two days)
* **Total:** $ [Add Total Here]

**Value:**

* **Training sessions:** $2,400 - $4,000
* **One-on-one training:** $150 - $300
* **Meals:** $400
* **Hotel room savings:** $350
* **Industry information:** Equivalent to 6-12 hours of business time sourcing the information independently

For more information, please visit the company’s event page here.

Thank you for your consideration.

Sincerely,

[Your Name]