

Dear [insert name],

I would like to attend the IDeaS Hospitality Revenue Summit, June 29-30, 2020 in New York, NY.

This event will bring together a global community of hospitality leaders to connect, challenge and influence progressive change in the industry. By attending I will gain knowledge on industry trends, technology ecosystem and revenue optimization best practices. This event will help me expand my knowledge in these areas to elevate my expertise and increase our total revenue and profit potential. As an intended outcome, I will be better equipped to present strategies and plans that will facilitate proactive and productive change to influence transformation within our organization.

**Cost Breakdown:**

* Conference Registration: $395 USD (€352; £318)
* Venue Hotel Rate: $384 USD (€342; £309) per night
* Estimated Airfare: $2,000 USD (US); €270 EUR (Europe)
* Estimated Incidentals and Ground Transportation: $250 USD (€55; £50)

I anticipate being able to apply learnings from this conference to my role and key business initiatives:

* [list business goals or projects]

You can find details about the conference at <https://go.rev.ideas.com/2020Summit>.

Please let me know if I have your approval to attend this event so I can book my registration and make my travel arrangements.

Thank you for your consideration,

[Your Name]