Dear [insert name],

I would like to attend the IDeaS Hospitality Revenue Summit, July 18-19 in New York.

This event will bring together a global community of top hotel leaders, hospitality technologists, media publications and market analysts to explore the link between revenue optimization and asset valuation. IDeaS will also be sharing their latest innovation roadmap and product updates.

This event will help me expand my knowledge in these areas to help 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 productive change to influence transformation within our organization.

Cost Breakdown:

• Conference Registration: $395 USD (€346; £292)

• Venue Hotel Rate: $299 USD (€262; £221) per night

• Estimated Airfare: $500 USD (US); €525 EUR (Europe)

• Estimated Incidentals and Ground Transportation: $300 USD (€210; £181)

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: <go.rev.ideas.com/converge-client-summit>.

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]