

[SUGGESTED SUBJECT LINE] Why I should attend VeeamON 2017

Dear [First Name],

I respectfully ask for approval to attend VeeamON 2017, taking place May 17 and 18 in New Orleans, Louisiana. Attending VeeamON will enable my ongoing education and teach me the skills necessary to open up more business opportunities and successfully close more deals with one of the fastest growing companies in the world.

VeeamON continues to gain momentum with 2017 being the third VeeamON conference. It remains the only event focused entirely on ensuring 24.7.365 Availability of applications and data. VeeamON 2017 promises to bring together thought leaders, subject matter experts and IT professionals to immerse themselves in the latest in Availability technology.

By attending VeeamON, I will identify sales opportunities that generate more margin, easily establish a services business that adds recurring revenue and acquire more net new customers. I will also have the opportunity to help drive a conversation with key Veeam experts that will enable our organization to succeed.

Moreover, VeeamON will allow me to:

- Get in-depth training and hands-on experience: I'll be able to choose from dozens of technical and content-rich sessions and labs covering the latest in protection and Availability innovations in the data center
- Attend a Partner focused Veeam Certified Engineer (VCME) training: Offered at a deeply discounted rate, earning my VCME certification will make me the go-to Veeam expert and maximize our organization's value to our customers
- See product research and analysis: I'll be able to review the latest competitive solutions side-by-side with more than 50 sponsors and exhibitors, which gives us an edge when selling solutions to our customers
- Network with industry experts: I'll learn strategies for achieving our top data center priorities and be able to compare notes with other IT professionals. We can leverage these contacts for advice and best practices for months to come

The cost of sending me to VeeamON 2017 breaks down like this:

- Registration Fee: xxx
- Airfare: xx
- Hotel: xxx
- All meals are included in the conference registration fee!

If you'd like to learn more about the conference and the benefits it will bring to [company name], visit <https://www.veeam.com/veeamon>. I hope you'll agree that this is a practical and important investment that will deliver real return for our organization.

Thanks for your consideration,

[Signed]