  
Dear **<<Name>>:**

I’d like to get your approval to attend the ABBYY Content IQ Summit 2019 in Nashville, Tennessee. This exclusive event offers one-of-a-kind opportunities to meet with and learn from senior technologists and business leaders, allowing **<<company name>>** to gain cutting-edge knowledge around new market dynamics, upcoming technological advances, technology strategies, and roadmaps for business success in 2020.

Not only is this a unique opportunity to help us get the most from our current (and future) ABBYY solutions, but I’ll also have one-on-one access to experts from around the world – keynote speakers, analysts, customers, and partners – so that I can grow my skillset and increase our team’s productivity.

Plus, I’ll be able to choose from targeted sessions that will help with my focus on

* Innovative ways to generate new business in 2020
* How technology drives digital transformation and better customer experience
* Technical hands-on training

As we start preparing for 2020, I believe that insights gained from the ABBYY Content IQ Summit 2019 will give us a head start on upcoming trends and the opportunities they offer.

The full price conference fee is $749,  
 if I register by July 31st, 2019.

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| Here is the breakdown of conference costs: | |
| **Roundtrip Airfare:** | <$xxxx> |
| **Transportation:** | <$xxxx> |
| **Hotel:** | <$xxxx> |
| **Meals:** | <$xxxx> |
| **Conference Fee:** | <$xxxx> |
| **Total costs:** | <$xxxx> |

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| <If you have found ways to save money, you should enter them here> |

As you can see, my attendance at the summit is a wise investment that will yield rich dividends for < name of your organization >. I look forward to discussing the summit with you at your convenience. Thank you for your consideration.

Sincerely,   
**<<Name>>**

