

Dear **(Insert Managers name),**

I would like to attend the GACHA Solutions 2012 Conference in Atlanta, Georgia, September 19-21, 2012. I have reviewed the agenda as well as the list of exhibiting companies and feel the return on the investment would be a major benefit as the event aligns directly to the priorities of our department **[insert your priorities here]**.

The conference will give me a chance to connect with over 170 other payment professionals in financial services. Plus, I'll gain unique perspectives from industry leaders that are recognized nationally as experts on the subject matter. I will also be eligible for continuing education credits for AAP and other certifications.

A few of the presentations that I plan to attend include **[List Top 3 Sessions Here]**

I've reviewed the exhibitor list and there are a number of vendors participating that I plan to evaluate for future use. I plan on meeting onsite with **[Vendor A, Vendor B, Vendor C.]**

I'll also be able to build new business relationships and share best practices with other attendees working on the same priorities. This event has numerous user/case study presentations and roundtable discussions with other users on topics relevant to our priorities including **[Topic A, Topic B, Topic C]**.

Other staff members in our organization will also be able to benefit as I will meet with the team when I return to relay recommendations and action items, and circulate a detailed and actionable Trip Report.

Here is a complete breakdown of the conference costs:

Transportation: **\$XXX (\$00.55 a mile for 2012**

Hotel: **\$132/night**

Meals: **Insert meals not covered at conference that you will be in attendance of. Meals provided are: Thursday Breakfast, Lunch and Evening Heavy Hors' d'orve; Friday Breakfast.**

Conference Fee: **\$375**

TOTAL:

GACHA has negotiated a discounted rate at the Marriott if I book my hotel early. Therefore, I appreciate your immediate attention to my request. I'm confident in the significant return we will receive for this small investment.

Thank you for your consideration of this request.

Your standard close