Dear [Immediate Supervisor/Board],

Elevate 2017 is a premier industry event with opportunities for executive and technical education, industry networking, and professional development. I believe my participation is critical in continuing to be on the forefront of industry trends and development, and essential to bringing in new ideas and benchmarking operations within our company. I would like to request approval to attend.

The event runs 10-12 October 2017, at the Hyatt Regency in the heart of the DC technology corridor in Reston, Virginia, USA. I'll be among industry professionals and will attend the first-ever Executive Elevate. This provides a full day where I will hear from senior airline industry executives and leaders as they explore breakthrough ideas, innovations, and technology announcements, and where I will witness client success stories and intriguing TED-style presentations. This is complemented by Tech Elevate, a full day dedicated to technology and technical development, headlined by an Innovation contest with hands-on Solution Labs and an Expo where I can test products and platforms and ensure our company's interests are heard as ATPCO shapes future products and digital experiences.

I plan to attend the following sessions to strengthen my professional development. [List the sessions you plan to attend as well as the learner outcomes and how they will benefit you, your team, and your organization.]

Here are my projected costs for attending:

Registration Fee	Free for ATPCO customers
Hotel	$ xx.xx
Airfare	$ xx.xx
Miscellaneous (meals/taxi)	$ xx.xx

This investment will pay off in more efficient practices, new insights, and ideas. After returning, I will provide a summary of key takeaways and recommended actions.

I would appreciate your approval of this request, and I will work to ensure we extract the full value from this event.

For more information about Elevate 2017, visit **http://www.atpco.net/elevate.** To see more reasons to attend visit **http://www.atpco.net/elevate/why-attend**.

Thank you,

[Your Name]