***Note:  You can easily modify the copy to fit your personal situation.***

Dear [insert name here],

I would like to attend the [SAP TechEd conference](https://events.sap.com/teched-2018-emea/en/home), October 23–25, 2018 in Barcelona.

SAP TechEd is the single best technical training program of the year offered by SAP. The sessions presented are in alignment with our needs and my development. Attending the event will give me the opportunity to:

[Choose the bullet points that are appropriate for your situation.]

* Get an understanding of the SAP product road map for the solutions our team employs
* Get in-depth training on SAP technologies and tools that directly relate to the projects I am working on. This includes sessions on <*Insert products and solutions*>
* Make contacts with those in similar situations to share knowledge
* Bring back knowledge, techniques, and materials that will benefit the team and that can be implemented immediately
* Gain insights from SAP customers’ real-life experiences and best practices
* Schedule one-on-one time with SAP experts in the conference Solution Center and get direct support
* Gain first-hand information on our needs as it relates to Digital Transformation and Intelligent Enterprise

Here is an overview of the costs:

|  |  |
| --- | --- |
| Airfare: | €\_\_\_\_\_\_\_  [insert value here] |
| Hotel Accommodation | €\_\_\_\_\_  [insert value here] |
| Registration Fee:  [Choose the fee that applies] | * €2,250 early bird rate * € 2,650 regular rate  € 2,750 last chance * Buy 4 Get One Free, group discount |
| Other Expenses/Meals | €\_\_\_\_\_\_\_  [insert value here] |
| Projected Total Costs: | €\_\_\_\_\_\_\_  [insert value total here] |

I think you will agree that the ROI in practical, educational, and networking benefits of attending SAP TechEd is high and well worth the time and cost.

Thank you for your consideration.

Kindest Regards,

<name>