

Dear [Manager's Name],

I would like to increase my value to the organization by attending Spredfast's annual conference, SmartSocial Summit on November 5-7 in Austin, Texas. The Summit is two full days of learning—best practices, hands-on training, and thought leadership.

I'll have the chance to network with more than 700 digital marketers from the world's top brands, creating new connections and ideas that will help take our social strategy to the next level.

In addition to breakout sessions with Spredfast customer and partner speakers, the conference offers the chance to problem solve with the Spredfast product team. In particular, I'd like to focus on finding solutions or best practices that could benefit these projects:

- [add project or initiative]
- [add project or initiative]
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**Here's a breakdown of conference costs:**

Airfare:	\$XXX
Transportation:	\$40 (taxi to and from airport)
Hotel:	\$XXX (Available rates: W Austin \$339; Hampton Inn \$279; Aloft \$209)
<u>Registration:</u>	\$1045 (20% off, ends September 15th)
<b>Total:</b>	<b>\$XXXX</b>

If I register before September 14th, I can take advantage of the 20% off rate of \$1,115, discounted from \$1,395. It's the most cost-effective way to ensure that we're getting the most from our Spredfast investment and should result in immediate ROI.

Learn more about the event at <http://www.spredfast.com/summit>.

Thank you for considering this request. I look forward to your reply.

Regards,

[add signature]