Dear [insert name here],

***Note: Please feel free to modify this template to fit your particular situation.***

I would like to attend the [Appeon Elevate 2019 conference](https://www.appeon.com/elevate), which is the official PowerBuilder developer’s annual conference, scheduled for October 28-30, 2019 in Philadelphia, PA.

Attending this conference will provide our company with a great opportunity to…

* Understand the latest technology strategy and roadmap for PowerBuilder;
* Learn how to use the new features of PowerBuilder 2019 (and receive a free subscription to PowerBuilder 2019 Universal Edition for 6 months);
* Walk away with 60+ hours of technical training and knowledge; and
* Engage in a one-on-one meeting with the Appeon technical or business team.

Elevate 2019 delivers 60+ hours of education sessions for the hottest topics, from which I can learn:

* How to migrate our existing PB projects to standard .NET apps using .NET DataStore or PowerServer;
* How to develop C# cloud apps with either a native or HTML UI;
* Strategies, processes, and design practices for improving developer productivity;
* How to integrate with other applications and cloud services;
* How to modernize our PB application’s UI and UX; and
* Various tips n’ tricks for PowerBuilder & PowerServer.

Here is an overview of the costs:

|  |  |
| --- | --- |
| Airfare: | $\_\_\_\_\_\_\_ |
| Hotel Accommodations: | $\_\_\_\_\_\_\_ |
| Early-Bird Registration Fee: | $795 |
| Expenses  (breakfasts and lunches are included in the conference fee) | $\_\_\_\_\_\_\_ |
| Projected Total Costs: | $\_\_\_\_\_\_\_ |

Elevate 2019 should help our organization elevate our apps, skills, and contacts. I hope you will agree that it is worthwhile we attend this year. Please do not hesitate to contact me if you need any additional information or have any questions.

Thank you for your consideration.  
Regards,  
[insert name here]