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 2018 conference, which is the official PowerBuilder developer’s annual conference, scheduled for November 5-7, 2018 in Philadelphia.

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

* Learn about Appeon’s strategy and roadmap for PowerBuilder;
* Expand our knowledge with 60+ hours of education sessions;
* Discuss our situation with the Appeon product manager; and
* Meet and connect with other Appeon staff, partners, and users.

Here’s what some of last year’s attendees had to say about their experience:

*“My best take-away from the conference are the tech knowledge, tips and tricks, expand knowledge, & and meeting other PB people and I picked up some valuable tech knowledge I will apply in my shop”*

**- Pete Yankovich, Systems Analyst, ONEOK, Inc.**

*“I was looking for future plans with Appeon and PB. Also looking to see what other companies are doing with PB. Seeing many other companies still using PB Client Server installs shows me we are "not being left behind". Being a manufacturing company we use PB on a lot of production shop floors and need to make sure we are being supported. “*

**- Mark Francis, Senior System Architect, Koler**

Elevate 2018 delivers 60+ hours of education sessions for the hottest topics, including learning how to use PowerBuilder’s new features to…

* Rapidly build cloud or C# apps much faster than Visual Studio;
* Automatically migrate existing projects to cloud or C# projects;
* Natively interface with TFS, Git, and SVN source control systems;
* Create an automated build/continuous integration process;
* Improve the UI and UX of our apps to boost user productivity;

If we [**register**](https://www.appeon.com/elevate) before July 10, we will save $200 off the regular conference registration rate.

Here is an overview of the costs:

|  |  |
| --- | --- |
| Airfare: | $\_\_\_\_\_\_\_ |
| Hotel Accommodations: | $\_\_\_\_\_\_\_ |
| Early-Bird Registration Fee:  (A savings of $200) | $495 |
| Expenses  (breakfastes and lunches are included in the conference fee) | $\_\_\_\_\_\_\_ |
| Projected Total Costs: | $\_\_\_\_\_\_\_ |

Elevate 2018 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]