

Subject: HITEC Toronto 2023

Dear [Decision Maker Name],

The world's largest hospitality technology show, HITEC Toronto 2023, is June 26–29 in Toronto, Ontario Canada. This trade show and conference brings the brightest minds and current technology to one place. The program offers a number of relevant education sessions that are directly applicable to my position. Should I be permitted to attend, I will receive:

- Access to over 50 hot topic educational opportunities presented by industry experts and colleagues who have faced similar challenges which will greatly reduce the research time and costs _____ would normally incur in researching these topics.
- Trade show exhibits by over 300+ hospitality technology vendors and show floor educational opportunities featuring current and on the horizon technology trends.
- Networking opportunities with hospitality industry experts and colleagues from around the world to raise our company's profile and develop new business relationships and contacts.

HITEC will provide valuable knowledge and new ideas on how we can improve our business processes and be aware of possible challenges on the horizon. Therefore, I would like to ask your approval to attend. I understand that my attendance will represent a considerable investment of both time and money and have listed a breakdown of expected expenses below. I do plan to keep the cost to an absolute minimum.

The full conference registration fee is _____ but could be reduced \$100 USD by registering before the early registration deadline of May 15, 2023.

- Roundtrip Airfare: \$ _____
- Transportation: \$ _____
- Hotel: \$ _____
- Meals: \$ _____
- Conference Fee: \$ _____

This opportunity to develop new contacts and gain knowledge in specific areas of _____ makes my attendance at HITEC a great investment for _____. Thank you for your consideration.

Sincerely,
