Dear [name],

I would like to attend the UKOUG Applications Conference & Exhibition 2015, 7th-9th December 2015. I have reviewed the agenda as well as the list of exhibiting companies and feel the return on the investment would be a major benefit as the event aligns directly to the priorities of our team; [insert your priorities here].

It's very good value for the wealth of educational information I will receive by attending sessions at this conference. In three days, I'll have access to:

- Over 120 sessions and over 135 hours of education

- Keynote presentations from Oracle experts, including Nick Whitehead, Steve Elsham, Cliff Godwin and Jeff Robbins

- Around 50 Oracle Applications vendors in the exhibitor showcase

- An estimated 900+ Oracle Applications peers to network and share ideas/best practices with

[Delete if not appropriate:]

- As our company has an active [Gold/Platinum] membership with UKOUG, I could use our free pass to attend the event.

-As our company has an active [Bronze/Silver] membership with UKOUG, we can upgrade our existing UKOUG membership during our current membership period. [Bronze to Gold = £790, Silver to Gold = £320, Bronze to Platinum = £1360, Silver to Platinum = £890, Gold to Platinum = £570]

- As our company is not a member of UKOUG we could take up their [Gold/Platinum] membership which will also give me 10 free places to any of their 20+ applications specific Special Interest Groups (SIGs) that serve as open discussions around relevant topics and enhancements. Plus until 30th September, UKOUG are offering 20% off [Gold/Platinum] annual memberships.

I am seeking approval for the [membership fee and travel expenditures].

The following registration rates are available [delete if not appropriate]:

**Option A:** A Gold membership at the cost of £800 (valid until 30th September) which comes with 4 conference day passes and 10 free SIG places to use throughout the annual membership term.

**Option B:** A Platinum membership at the cost of £1,256 (valid until 30th September) which comes with 6 conference day passes and 10 free SIG places to use throughout the annual membership term.

**Option C:** Attend [1 day of conference as a non-member for £630 / 2 days of conference as a non-member for £1,050 / 3 days of conference as a non-member for £1,470]

Here is a complete breakdown of the conference costs:

Airfare: £xx
Transportation: £xx
Hotel  (xx nights at £xx + taxes): £xx
Meals: £xx (lunch and food at evening receptions included in conference fee)
Membership/Conference Fee: £xx
TOTAL:  £xxxx

I'll learn how to make the most of our current Oracle investment to increase our staff's productivity and

create ways to cut more overhead costs, as well as get a preview of how our organisation can take advantage of the technology in the most recent releases and upcoming feature pack releases. A few of the presentations that I plan to attend include [List Top 3 Sessions Here]

Here is the link to the full agenda: http://www.apps15.ukoug.org/default.asp?p=14201

I've reviewed the exhibitor list and there are a number of vendors participating that I plan to evaluate for future use. In addition to the exhibitor showcase and product demonstrations, I plan on scheduling private vendor briefings onsite with [Vendor A, Vendor B, Vendor C. Vendors can be found at http://www.apps15.ukoug.org/default.asp?p=13028]

I'll also be able to build new business relationships and share best practices with other attendees working on the same priorities through networking time and through Special Interest Group meetings. This event also has an extensive number of case study presentations and roundtable discussions with other users [Session A, Session B, Session C].

Other staff members in our organisation will also be able to benefit as I will meet with the team when I return to relay recommendations, action items and circulate a detailed an actionable Trip Report. I'll also have full access to view all UKOUG presentation slide decks upon return – perfect for reviewing key highlights with the team.

Please accept this proposal to attend as I'm confident in the significant return we will receive for the small investment.

Thank you for your consideration.

Your standard close