Dear [insert name here],

***Note:  You can easily modify the copy to fit your particular situation.***

I would like to attend the [SAP TechEd conference](http://events.sap.com/teched-2017-emea/en/home), taking place November 14-16, 2017 in Barcelona. This is the premier technical training and networking event sponsored by SAP.

 SAP TechEd provides a[robust agenda](http://events.sap.com/teched-2017-emea/en/agenda).  The event offers hundreds of [educational sessions, networking opportunities](http://events.sap.com/teched-2017-emea/en/sessions), and interactive ways to connect and engage with SAP technology and innovation experts.  Attending the event will give me the opportunity to:

* Get an understanding of the SAP product roadmap for the solutions our team employs
* Enhance my technical skills in <*Insert products and solutions*>
* Attend the following classes: [sample agendas](https://sessioncatalog.sapevents.com/go/agendabuilder.sampleagenda/?l=159&locale=en_US)
* Network and access sessions so I can gain contacts with peers to share knowledge
* bring back to the office knowledge and materials that will benefit the team.
* Get in-depth training on SAP technologies and tools that directly relate to the projects I am working on.
* Bring back knowledge, new tips and techniques that we can put to use right away.
* Gain insights from SAP customers’ real-life experiences and best practices.
* Meet with SAP experts and developers.  Connect with other IT professionals in my role and our industry
* Enhance my skills with technical how-to training and accelerate my professional development.
* Get access to hundreds of sessions, demos and hands on sessions guided by SAP experts
* Attend visionary keynotes and hear experts talk about Digital Transformation

Here is an overview of the costs:

|  |  |
| --- | --- |
| Airfare: | €\_\_\_\_\_\_\_[insert value here] |
| Hotel Accommodation: | €\_\_\_\_\_\_[insert value here] |
| [Registration Fee:](http://events.sap.com/teched-2017-emea/en/registrationhotel#section_2) | * € 2,540\* regular rate
* € 2,690\* regular rate last chance
* €12,700\* group discount
* € 1,150\* Discovery Pass

\*+ 21% Spanish VAT  |
| Other Expenses and Meals - not included in the main program(Refreshments/snacks and lunch are included in the conference fee) | €\_\_\_\_\_\_\_[insert value here] |
| Projected Total Costs: | €\_\_\_\_\_\_\_[insert value total here] |

I think you will agree that the practical, educational, and networking benefits of attending SAP TechEd will help advance our business plans and performance, and prove extremely valuable for me and <company name>.

Thank you for your consideration.

Kindest Regards,

<name>

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

*“SAP TechEd is the premier professional event in my business calendar. The combination of top SAP experts, information about the latest technology, and high-quality educational content make it unmissable for any self-respecting SAP professional.”*

* **Ged Hurst, SAP Development Manager, Danone**

*“The SAP TechEd conference was a fantastic experience for all levels. The classes are filled with a variety experts and peers sharing a wealth of information. The stadium size show floor room provides a crazy amount of vendors and SAP engineers and support.”*

* **William Vanegas, Lead Database Administrator, XO Communications**

*“This was my first SAP TechEd event and it was immensely beneficial in what it offered:  great, in-depth technical content, hands-on exposure to new products, and direct networking opportunities with knowledgeable SAP product managers and other customers in my field.  The event was well-organized, well-managed, and the staff was extremely helpful.  I am already looking forward to next year!”*

* **Troy Thurston, Senior Developer – Business Analytics, Hunter Douglas, Inc.**