Dear [Your boss’ name],

I am writing to request approval to attend [**SCTE TechExpo**](http://techexpo.scte.org/), taking place September 24–26, in Atlanta, Georgia. For over 40 years the event has been bringing the broadband industry together and has established itself as the largest connectivity industry event in the Americas.

Here are some key reasons why my attendance at SCTE's TechExpo will contribute to me achieving [add project(s) or initiative(s) for performance targets/lead gen/build pipeline/network/key learnings].

Here’s how it can contribute to the company as a whole:

* **Unparalleled learning:** TechExpo offers over 100 hours of content, from featured headliners to technical sessions. As an attendee I will broaden my industry knowledge and gain valuable insights into the latest trends, technologies, and best practices which I can, in turn, share with my team.
* **Network with an influential community:** The event will allow me to connect and share with peers and industry experts and be a part of important debates on the future of connectivity. With thousands of global attendees from the connectivity industry, over 40% of whom are decision makers, this is a place to meet and get business done.
* **Inform our innovation agenda:** As well as hearing how others are tackling the industry’s most pressing challenges in the conference sessions, there will be an exhibition showcasing the latest technology. I will be able to discover the latest broadband technology advancements and uncover potential collaborations, helping us to amplify our own innovation efforts.

I have outlined a preliminary budget, including registration fees, travel, and accommodation expenses.

[insert budget]

After attending, I’ll gladly share what I’ve learned with my colleagues, and will help identify how we can implement the best practices, skills, and ideas I return with.

Thank you for considering my request. I look forward to your reply.

Best regards,

[your name]