



CloudLIVE

{Business Justification Letter}

Justify Your Attendance

Thank you for your interest in attending CloudLIVE September 24-26, in Boston, MA. We are incredibly excited about this year's event.

Below is a template and budget worksheet for you to provide to your boss to help justify your attendance at CloudLIVE. Fill in the **highlighted portions**. This will outline the value that attending the conference will provide to not only you, but also your entire organization.

Subject: Request to Attend CloudLIVE 2019

Dear **[Decision Maker Name]**,

The 2019 CloudLIVE conference takes place from September 24-26 in Boston, MA. The event will be attended by more than 500 of the leading cloud innovators globally and offer 1 full day of hands on training, 3 days of CloudHealth product certification and educational sessions on industry business best practices. I would like to request approval to attend, as I believe it will further develop my technical knowledge of the CloudHealth Platform that we use at **[organization name]** and provide me with best practices and proven strategies for improving our cost resources, security and governance and optimization in our cloud environment. Additionally, by attending this conference, I will have the opportunity to provide direct product feedback to teams across the CloudHealth portfolio and build knowledge around new innovations and shared best practices with industry peers.

The conference will include sessions and learning opportunities where I can gather tangible takeaways to bring back to the team on a variety of topics important to our business and cloud strategy. Outside of the sessions, there will be a multitude of opportunities for me to meet and build relationships with other industry influencers.

If I attend I'll receive:

- 8+ hours of hands-on training
- 12+ hours of learning in track sessions
- 3 days of high level networking
- Access to analyst, managed service providers and other technology vendors.

Costs

The approximate investment for my attendance is as follows **[complete the information as appropriate]**:

Travel costs <i>[airfare, ground transportation, parking]</i>	<i>[\$XXX]</i>
Accommodation (3 nights at \$329/night plus tax)	\$987
Meals (all meals included Tuesday-Thursday included)	\$0
Pass (for 3 days)	\$250 **Early bird rate expires May 31st
Total cost to attend:	<i>[\$XXXX]</i>

**CloudHealth by VMware has a specially negotiated hotel rate of \$329+ tax per night at the Encore Boston Harbor Hotel for attendees.*

**The registration rate increases to \$350 on June 1st*

** CloudHealth Training & certification is valued at \$495*

Payback: Our ROI

I believe the insights learned by attending the CloudLIVE conference can help develop our cloud strategy and enhance our current usage and capabilities with the CloudHealth Platform. To benefit from the discounted pricing I need to register as soon as possible, so I would appreciate a quick response. Thank you for your consideration.

[Add preferred signature]