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

Dear [insert name here],

I would like to attend the [SAP TechEd conference](http://events.sap.com/teched-2017-usa/en/home), taking place September 25-29, 2017 in Las Vegas. This is the premier technical training and networking event sponsored by SAP.

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

[Choose the bullet points that are appropriate for your situation.]

* 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: [Choose from the [sample agendas](https://sessioncatalog.sapevents.com/go/agendabuilder.sampleagenda/?l=157&locale=en_US)]
* Network and access sessions so I can gain contacts with peers to share knowledge
* Bring back knowledge, techniques, and materials that will benefit the team and that can be implemented immediately
* Get in-depth training on SAP technologies and tools that directly relate to the projects I am working on.
* 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 at the Venetian|Palazzo Hotel: [($259 per day+13,8% tax + optional $20 per day resort fee)](http://events.sap.com/teched-2017-usa/en/registration.html#section_5) | $\_\_\_\_\_[insert value here] |
| [Registration Fee:](http://events.sap.com/teched-2017-usa/en/registration.html#section_2)[Choose the fee that applies] | * $2,795 regular rate
* $ 2,895 regular rate last chance
* $13,975 group discount
* $ 1,295 Discovery Pass
 |
| Other Expenses/Meals(continental breakfast 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>

**References**

***“***Just about everything goes through an SAP system, so if you want to **develop** anything in the business world, sooner or later **you´ll touch SAP at some level*“*** *Thomas Grassl, VP of Developer Relations, SAP*

***“***I absolutely, without any doubt, **LOVE going to Teched**. It is a **Disneyland for SAP techies**. ***“***

*Michelle Crapo, SAP Developer, Configurator, Furst-McNess Company*

“On a personal side, my **biggest highlight was meeting fellow integration experts.** For me, all these deep conversations and interactions were absolutely **priceless**, and hopefully formed the foundation for **strong friendships** for years to come*!” Eng Swee Yeoh, SAP Mentor & Independent Consultant for XI/PI/PO, HCI & ABAP*

“TechEd is **the place to meet colleagues, hear news about upcoming developments** and get training on new products. **TechEd is like getting an energy shot about everything in SAP** and leave it pumped up with excitement.” *Melchior du Boullay, VP of Business Development and Americas Geo Manager at oXya, a Hitachi Data Systems company*

“I personally very much **enjoyed SAP Inno Jam** with all **SAP Mentors who build new applications, algorithms** and share ideas for boosting the SAP ecosystem. It is one of **the best opportunities to get in touch with the most valuable SAP partners** from all around the world.” *Frank Gundlich, Enterprise Architect Manager, Datavard*

*On a personal side, my* ***biggest highlight was meeting fellow integration experts.*** *For me, all these deep conversations and interactions were absolutely* ***priceless****, and hopefully formed the foundation for* ***strong friendships*** *for years to come!* Eng Swee Yeoh, SAP Mentor & Independent Consultant for XI/PI/PO, HCI & ABAP