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://www.sapteched.com/emea), taking place November 8-10, 2016 in Barcelona. This is SAP’s premier technical training and networking event.  Attending this conference will provide me with a great opportunity to get hands-on technical training, experience interactive demos, meet with SAP product developers and experts – and explore SAP technology solutions that can help make our organization more efficient and successful.  It will also give me the opportunity to network with peers and experts who can help me enhance my skills and increase our productivity.

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. It's also a lot of fun, giving me the chance to chat, network and share ideas with colleagues and co-professionals from many different companies over a coffee or a beer. I really hope I can make it next year!”*

* **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. Coming back to work is a let-down after a week of being immersed in the SAP cloud.“*

* **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.**

SAP TechEd provides a [**robust agenda**](http://events.sap.com/teched-2016-emea/en/agenda).  The event offers hundreds of [**educational sessions**](https://sessioncatalog.sapevents.com/go/agendabuilder.home/?l=112&locale=en_US)**,**[**networking opportunities**,](https://sessioncatalog.sapevents.com/go/agendabuilder.home/?l=112&locale=en_US) and interactive ways to connect and engage with SAP technology and innovation experts.  Attending the event will give me the opportunity to:

* Receive 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 inmy role andour industry.
* Enhance my skills with technical how-to training and accelerate my professional development.

If I [**register**](http://events.sap.com/teched-2016-emea/en/registration)by July 29, we’ll save €300 off the onsite registration rate.

Here is an overview of the costs:

|  |  |
| --- | --- |
| Airfare: | €\_\_\_\_\_\_\_  [insert euro value here] |
| Hotel Accommodations: | €\_\_\_\_\_\_\_  [insert euro value here] |
| Registration Fee:  (Register before July 29 to save €300) | €2,290 + VAT |
| Expenses  (breakfast and lunch is included in the conference fee) | €\_\_\_\_\_\_\_  [insert euro value here] |
| Projected Total Costs: | €\_\_\_\_\_\_\_  [insert euro 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 will prove extremely valuable for me and <company name>.  Please do not hesitate to contact me if you have any questions.

Thank you for your consideration.

Kindest Regards,

<name>