

Subject: Request to attend VB2016 Conference

Dear [Decision maker],

I'm writing to request your approval for me to attend VB2016 (the 26th Virus Bulletin International Conference) 5-7 October in Denver, CO, USA.

This conference is an annual event at which the brains of IT security from around the world gather to learn, debate, pass on their knowledge and move the industry forward. The Conference covers all aspects of the global threat landscape.

The event (<http://www.virusbtn.com/conference/vb2016/>) provides three days of learning opportunities and networking with industry experts and will cover topics that relate to the critical security issues and emerging threats that face organizations such as ours.

VB2016 offers:

- Presentations by world-leading security industry experts: this is where I will get the opportunity to learn about new technologies, new research and new threats to businesses. This will help ensure that my finger is on the pulse and arm me with the latest knowledge in these areas to help defend our systems and data.
- An environment in which I will be able to network with vendors, top industry experts and other IT security professionals, allowing me the opportunity to compare practices and experiences, and take home new information to apply in our own business environment. (The conference is designed to allow delegates to make the most of every networking opportunity – with seated lunches, a drinks reception and a dinner.)
- Access to key vendors: I'll have access to some of the leading innovators in the anti-threat space with the opportunity to talk with vendors face-to-face and discuss our business needs.
- Opportunities for high-level networking: throughout the three-day event I'll also have the chance to raise our company's profile and develop our relationships and contacts. In attending this event we will be sending out a strong message that our company is serious about security.

Last year's attendance included representatives from:

- All the major vendors in the anti-threat space (*McAfee, Microsoft, Sophos, Symantec, ESET, Kaspersky Lab, G Data, ThreatTrack Security, Avira, AVG, F-Secure, Bitdefender, Fortinet, Avast, Panda* and more)
- Anti-malware testing bodies (*AV-TEST, AV-Comparatives, ICSA Labs, NSS Labs, West Coast Labs, Virus Bulletin*)
- Government and military organizations (including: US Dept of Defense, HMGCC, Public Safety Canada, NATO, Government of Pakistan, National Dutch Police, Norwegian Armed Forces and more)
- Academic institutions (including: University of Calgary, University of Innsbruck, Virginia Tech, Technical University of Ostrava, Hungarian National University of Public Service, and more)
- Large multinational corporations (including: Twitter, HP, Diebold, IBM and more).

The approximate costs for my attendance are:

Flight: \$XXX

Transportation (round trip from airport to hotel): \$XXX

Hotel (3 nights at \$XXX per night): \$XXX

Meals (most are covered in the cost of the delegate pass): \$XXX

Delegate pass (3 days): \$XXX

Total cost to attend: \$XXXX

I will provide a review of the event on my return to summarize what I have learned and highlight any appropriate points of action based on my findings and discussions.

Thank you for your consideration. Please don't hesitate to call me if you would like to discuss or need additional clarification.

I look forward to your reply.

Sincerely,

[Add standard sign off]