[Date]

[Your supervisor's name],

To make sure we have the most current and useful information about proven solutions and best practices for business analytics, I would like to attend Business Analytics Forum at Information On Demand 2013, November 3-7 in Las Vegas. Attending will ensure that we get the most value from our significant investment in analytics technology.

This annual conference offers more than 200 business analytics breakout sessions and workshops, plus lots of additional technical breakout sessions (over 700 in all) covering important topics like cloud computing, big data integration, data governance, advanced case management and more.

Many of these sessions will be presented by users from leading companies, so they'll be very practical in nature (have a look at the brief list below). I'll also be able to speak with IBM executives and other industry experts. The EXPO hall will be packed with over 350 real-world solutions, powerful innovations and hands-on demos, most offered by IBM Business Partners.

Sessions of particular relevance to me and our team
[List sessions that will provide the greatest benefit to your organization. Go to www-950.ibm.com/events/iodsessionpreview to build, print and email a sample personalized agenda.]

Costs
[List transportation costs, registration fee and the price per night of the hotel room. Include $300 savings you gain from early bird registration (register by September 13) and discounted hotel rates.]

Why I should be there
This is the most comprehensive learning opportunity for business analytics users. I'll walk away with the know-how I need to drive more value from our existing deployments, and learn more about complementary IBM information and analytics portfolio offerings. It represents a tremendous value for us, and I'd appreciate the opportunity to attend.

Let me know if you have any questions, [Name]. I'll be happy to discuss this with you.

Regards