To: Boss

From: Me

Re: Business of Software Conference USA 2016

I'm writing to ask to attend Business of Software Conference USA 2016 (BoS) on September 12-14 in Boston, MA.

BoS is a conference made up of people looking to scale great software companies. It's made up by 300 C-Level Execs, Founders, Project + Product Managers, Marketers, and people who make decisions in software companies. It's got a capped audience, so I think I could speak to most of the attendees throughout the two and a half days and make some real inroads to getting our name out there and meet the person who can help us scale.

People like Gail Goodman (former CEO of Constant Contact), Jason Fried (CEO, Basecamp), David Cancel (Serial Entrepreneur and CEO of Drift), Dharmesh Shah (Founder, Hubspot), and Michael Pryor (CEO, Trello) will all be there to speak, and most will hang around the conference too. Their lessons I think could take us to the next step, and I'd be likely to be able to meet them during the event too. The speakers also run workshops on the Wednesday afternoon, so I'd be able to return with some practical lessons we can apply on my return.

Here's an approximate breakdown of conference costs:

    Flights: $

    Transportation (between airport and hotel): $ 40

    Hotel (3 nights at $299): $ 897

    Meals (Included at the conference): $ 0

    Ticket Price: $ xxx [check for current price]

    Total: $ X,XXX

In summary think attending Business of Software would especially help us for these reasons:

• Reason 1

I'd like to register before it gets too expensive, prices rise the closer the conference gets. On my return, I'll happily debrief the team and look to make positive changes in the business as a result of the experience.

Thanks for considering this request. I look forward to your reply.

Regards,