Hello [Your Manager’s Name],

Re: 2023 IBC Show

I am writing to request permission to attend the 2023 IBC Show in Amsterdam in September. The IBC Show is the world's leading event for the international broadcast and media community. It will be held from September 9-12, 2023, at the RAI Amsterdam Convention Centre.

IBC is where the broadcast, media and entertainment sector convenes to design and define the agenda for the year ahead. I’m interested in attending because it will give me the opportunity to learn about the latest trends and technologies in the space, and I will also have the opportunity to network with industry leaders and learn from their experiences.

In particular, I’d like to focus on finding solutions or best practices that could benefit these projects:

•[Add project or initiative]

•[Add project or initiative]

•[Add project or initiative]

In addition to the 1000+ exhibitors on site, I will be surrounded by 40,000+ of my industry peers and will have the opportunity to attend IBC’s content-led sessions.

I believe that attending IBC will be a valuable learning experience for me and a worthwhile investment for [Your Company]. At a total cost of [$XXXX] I’m confident that this knowledge will be beneficial to my role as [Insert your Job Title].

Here’s an approximate breakdown of conference costs:

 Registration €645/€0\*

Airfare $XXX

 Transportation $XXX

 Hotel $XXX

 Meals $XXX

 Total $XXXX

\*The registration fee is for the “Delegate Pass,” which includes access to keynote sessions, panels and exclusive content. However, there is also a free “Visitor Pass” option which will still enable me access to the show floor, networking, and some free content-led sessions, should budget be an issue.

I’m working on ways to further reduce costs including hotel discounts, ride share and dinners with vendors. Post conference I will schedule a meeting with you to provide a summary of all the major takeaways, trends, and tips I learned to maximize our investment. I’ll then share relevant information with key personnel throughout [Your Company].

Thank you for considering this request,

Regards,

[Your Name]