

[SUGGESTED SUBJECT LINE]

Why You Should Send Me to VMworld This Year

Dear [First Name],

VMworld 2014 is being held in San Francisco August 24 through August 28 – and I'd like to be there to learn more about the newest virtualization, cloud computing, and software defined solutions that could help us reduce IT complexity and enable IT as a service.

I know that budgets are stretched thin, but I really look at this conference as an investment in [company's name] IT future. An investment that will ultimately help us lower our costs – and help us do more with less.

Unlike other conferences where people just talk at you, VMworld provides me with hands-on educational opportunities.

For example, they're offering more than 30 different Hands-on Lab topics consisting of 100+ modules that will allow me to explore cost-saving/time-saving solutions. They'll even have a team of VMware specialists on hand to answer questions if I need help.

In addition to actually working with the technology, I'll also get the opportunity to talk with a Knowledge Expert. These industry experts are respected members of the VMware community and will be leading group discussions, breakout sessions, and will be available for one-on-one meetings so I can ask questions that deal specifically with our business.

Of course, during this five-day event, I'll also get to network with peers and more than 275 cutting-edge companies that develop solutions that could also help us streamline our IT efforts.

I'd like to attend this event and bring back a better understanding of how we can best maximize our IT investments. Best of all, I can continue my education throughout the year, because all VMworld sessions and Hands on Labs are posted online after the event. I will also be happy to share the knowledge I've gained with fellow employees.

That said, here's a breakdown of the total investment:

Onsite Registration: \$2,195

Preconference Registration: \$1,995 (through August 23)

Early Bird Registration: \$1,695 (through June 10)

- Airfare: \$
- Hotel: \$
- Meals: \$

The total travel costs are: \$

The total conference costs are: \$

I'm certain that the information and understanding of virtualization and cloud computing I bring back from VMworld will far outweigh the expense.

So, I'd like to sign up today.

The earlier I register, the more time I have access to their [Content Catalog](#) and can start planning my conference schedule. (Plus, signing up now is less costly than signing up at the actual event.)

If you'd like to learn more about the conference and the benefits it will bring to both my work and [\[company name\]](#), go to <http://vmworld.com>.

Sincerely,