

Dear {INSERT APPROVER NAME},

I am writing to request approval to attend VXMadness, LVM's first annual Partner Conference – A Forum on Managed Services and Recurring Revenue. It's taking place March 19-21, 2014 at the Aston MonteLago Village Resort in Lake Las Vegas, NV.

VXMadness is a three-day training course that will include both a technical and sales track. They'll be focusing on using VXSuite to build our managed service. Guest speakers will talk about why managed services are important and VXSuite experts will talk about how VXSuite will help us build that elusive recurring revenue.

Some of the speakers are:

- Gini Dietrich, Lori Ruff, Chief Learning Officer, Lead Social Media Coach and Sr. Trainer for Integrated Alliances, a globally recognized expert in Social Media and LinkedIn training.
- Other really cool speaker
- Roger Blohm, President of LVM, Inc.
- Michael Brown, Director of Operations and Development, LVM, Inc. and more

Attending VXMadness 2014 will help me gain a current view of the managed services world and how this ties into our use of VXSuite. I will be able to learn from others how they are using the tool, and new ways we can begin to market to our prospects. You can see the full conference offerings and agenda at <http://vxmadness2014.sched.org/>

The cost of registration is \$699, which includes:

- Three nights hotel accommodation
- All training sessions
- Sales or Technical Training materials (depending on the track you choose)
- Meals
- Entertainment
- March Madness contest entry
- Giveaways
- Entry into a raffle for a vacation stay at the Aston MonteLago for a future visit

Thank you for considering supporting my attendance at this important professional conference.

Kind Regards,