



Dear _____:

I'm quite interested in attending the ProfitKey National User Conference that takes place September 18 – 22, 2009 at the Hyatt Regency Cambridge in Cambridge, MA.

After perusing their collateral, I've identified several educational workshops and roundtable discussions that are directly related to many of my current projects, including **[fill in the sessions that apply to your current projects]**.

The National User Conference will allow me to personally consult with ProfitKey product experts and interact with other ProfitKey system users through numerous networking forums. Additionally, I'll be able to:

- Discover new software developments
- Share thoughts on ways to improve our business system
- Discuss industry trends and technologies with industry peers
- Learn more about plans for upcoming product/service releases and enhancements.

I'm seeking **[insert your company name]**'s sponsorship for the conference fee, travel expenses to/from the Conference and living expenses during the conference. Below is a cost breakdown:

To attend the National User Conference —

Early Bird Registration Fee:	\$1,195.00
Travel expenses:	\$1,100.00*
Two free internet sessions:	(\$ 900.00)**
<u>Time away from office for conference:</u>	<u>\$1,620.00 (27 hours x \$60/hour)</u>
Total cost:	\$3,015.00

**(Travel Expense Estimate includes: \$350 airfare; \$40 taxi to/from hotel; discounted rate of \$189/per night at the Hyatt Regency and \$100 for meals)*

*** (Additional training for anyone in the company)*

To receive comparable information by a means other than the National Conference —

3 days of consulting:	\$4,800.00 (24 hours x \$200/hour)
Travel costs for consultant:	\$ 900.00
<u>Time away for education:</u>	<u>\$1,440.00 (24 hours x \$60/hour)</u>
Total cost:	\$7,140.00

By attending the National User Conference, our company will realize more than \$3,100 in savings, and in return, I'll be able to experience countless invaluable research, networking and educational opportunities capable of yielding rich dividends for **[insert company name]**. My attendance at the National Conference will be an extremely wise investment.

Thank you for your consideration of my request.

Kind regards,