Dear **<Insert Name>,**

I’d like to request your approval to attend Insights Summit 2020, the annual education conference for Frontline Education clients. It is taking place on March 23-25, 2020, in San Antonio.

Frontline Education is the leading provider of school administration software and our current partner for software solutions for **{insert Frontline products}**.

What makes this event unique is that it offers both best practices from other school districts and experts, as well as product learning opportunities for our current solutions.

Here are a few other reasons I’d benefit from attending:

1. Hear unique perspectives, case studies and success stories from other school districts and education thought leaders
2. Attend product-focused sessions to increase return on investment from our Frontline solutions
3. Network, brainstorm and learn from several hundred other education professionals
4. Spend 1-on-1 time with a Frontline expert to get my product questions answered
5. Learn about new products, features and tools to help us save time and leverage data

In addition, the event is just $999/person at the early bird rate ($1199/person after 10/31) – including lodging for two nights and meals/activities associated with the event. This is an extremely competitive rate compared to similar education conferences.

I’ve broken down the approximate cost of my attendance:

Travel: **$xxx**

Conference + Lodging: $999

**Total: $xxx**

Upon my return from Insights Summit 2020, I will share key takeaways, including those that we can implement immediately to maximize our programs and increase the value we gain from our Frontline solutions.

Thank you for your consideration of this request.

Regards,

**{Name}**

