Dear [BOSS NAME],

I would like to attend INDUSTRY, a conference all about building, launching and scaling world-class products held in Cleveland. The main session is on September 9th-10th, with 4-hour Workshops taking place the day before on the 8th.

INDUSTRY is considered to be the premier conference for software-focused Product Managers. This is the 10th year of the conference and 1,000 product people will attend. It features a stellar speaker lineup.

This conference will help me:

- Better evaluate the impact of my work
- Validate opportunities more efficiently
- Build things we know people will use
- Optimally prioritize features we ship
- Get more people to use our product
- Level up my skills and become a better Product Manager

A broad range of companies send employees to INDUSTRY, including IBM, Home Depot, Apple, Target, Amazon, and CapitalOne. Each is empowering their Product Managers to create better software products.

Past attendees have said things like:

- "A LOT of great and REALLY great content targeted toward PMs. It was fabulous and inspiring. I will definitely be coming back next year with some PM buds and co-workers."
- "Speakers were inspiring; content useful; conference was energizing. Great to have a conference specifically for product management!"
- "Great content. One of the best conferences I've been to. Seriously. Nice job."

The cost of the conference on the day is $1245 but the sooner I register, the bigger discount I will get. Ideally, I would attend a Workshop, too, to deep-dive into challenges specific to our products with the instructors. That costs an additional $700. I can fly into Cleveland for about [FLIGHT COST] and get hotel accommodation for about $150/night. So the total cost for me to attend is [TOTAL].

I'm confident that this investment in me will be worthwhile to our company and make me a more effective, efficient, and forward-looking [YOUR TITLE].

Thank you,
[YOUR NAME]

P.S. You can learn more about the conference here: https://www.industryconference.com