[Subject line]

Training Opportunity: ManageEngine User Conference 2017, Bay Area

Hi {$Name} ,

ManageEngine's user conference is in San Francisco Bay Area on February 8 - 9, 2017, and I would like to attend. This conference will help us understand ManageEngine products better, thereby improving our productivity.

The event promises two days of in-depth and intensive technical training on some of the products we use every day. We will also learn about other ManageEngine products that could further increase our efficiency. Right now, the conference tickets are available at a discounted price of $199.

As an attendee of UserConf17, I'll get to:

* Attend two days of intensive training on various ManageEngine products.
* Brush up on product basics to understand features, use, and best practices from the experts.
* Clear any implementation doubts, learn new implementation methods, and hear about new ways to use ManageEngine products in our IT environment.
* Clarify any product-related questions or issues in one-on-one sessions.
* Learn about the latest IT trends and future ManageEngine roadmaps from industry experts.

For more details on the conference, please visit the [ManageEngine user conference website](https://www.manageengine.com/events/2016/userconf/pleasanton.html).

I strongly believe that the information I can learn at this conference will make me more efficient and save our company money in the long run. It will provide me a platform to learn new and improved ways to manage our IT, straight from the experts. Therefore, I would like to request your approval to attend this conference. I would be more than happy to answer any questions you may have or discuss this further. Thank you so much for your time and consideration.

Regards,

{$Name}