

To:

From:

Subject: SugarCRM Customer and Developer Conference, SugarCon 2012

I'm writing to request your approval to attend SugarCRM's annual conference, SugarCon 2012, which takes place April 23-26 in San Francisco. SugarCon will be packed with seminars, training, and the chance to learn from—and network with—the SugarCRM community's sharpest minds.

Tracks include:

- CRM 101: Frameworks & Technologies for Effective CRM Strategies
- Cloud: Exploring Computing Clouds and Benefits Delivered
- Flexing The Sugar Platform: How and Why to Customize Sugar
- Mobile CRM: The impact Mobile CRM has on Your Business
- Social Business: How Social Media is Shaping Business & CRM
- Solving Business Problems: Solving Business Problems with CRM
- Sugar U: Marketing, Sales, Support & Administration Tutorials
- UnCon: Developers & Engineers Exploring Innovations & Code Challenges

Participation in tracks from SugarCon's nearly 100 sessions will increase my knowledge to help us maximize our SugarCRM investment. There will also be opportunities for one-to-one conversations, idea sharing, and networking. I'll learn about best practices and innovative applications, develop contacts with others in my field, and gain competitive advantage for our business by returning with ideas and techniques to boost the productivity and success of our implementation.

I believe my participation will be particularly valuable to help us find smart approaches and effective solutions for the following projects:

- [Project name or description]
- [Project name or description]
- [Project name or description]

I've broken down a preliminary estimate of costs to attend SugarCon 2012:

Conference registration	\$600
Airfare	\$700
Hotel	\$1,400
Meals* and Ground Transportation	<u>\$100</u>
Total	\$2,800

The cost of the SugarCon ticket includes:

- All sessions, keynotes & events

- More than 80 breakout sessions
- *Breakfast and lunch
- Tuesday & Wednesday evening events that include heavy appetizers

In addition, for the first time SugarCon 2012 will have a Live Training Day on Thursday. This is a rare opportunity to get hands on in-person training from the experts at Sugar CRM, for an incremental cost of \$450. There are two tracks available:

- Admin Fundamentals
- Reporting, Workflow and Campaigns

I will work on ways to reduce expenses including possible hotel and transportation discounts and meals with vendors. I will also share a post-conference summary including key takeaways and recommendations.

Thank you for considering my request. I appreciate your prompt attention.

Regards,