To: [Insert Manager’s Name]  
From: [Insert Your Name]

RE: Digital Dealer Conference & Expo 2025

I’m writing to request approval to attend the Digital Dealer Conference & Expo 2025, which runs from October 14-15 at the Mandalay Bay in Las Vegas, Nevada. This event is one of the most prominent in the automotive retail space and offers focused sessions and workshops addressing challenges specific to our industry. I’ve consistently heard positive feedback from those who have attended in the past.

This two-day event features a robust agenda covering a variety of critical disciplines for our business, including Sales, Marketing, Fixed Operations, and Industry Trends. Each session is meticulously crafted to deliver actionable strategies that align with our ongoing goals to strengthen customer acquisition, streamline dealership operations, and improve revenue growth.

Attending the conference provides an exceptional networking opportunity with hundreds of other dealership professionals. I plan to participate in receptions and engage with solution providers to explore cutting-edge tools and platforms that could strengthen our operations. The event also features an expansive expo hall showcasing the latest advancements in automotive technology, which I believe could give us valuable insights into improving efficiency and customer engagement.

I am confident that attending will equip me with actionable takeaways to strengthen cross-department teamwork, optimize resources, and implement innovative strategies for both short- and long-term success.

Specifically, I will focus on gathering insights and strategies addressing the following goals for 2025:

* [add project or initiative]
* [add project or initiative]
* [add project or initiative]

Here’s an approximate cost breakdown for attending the conference:

* Airfare: $300–$500 (Depending on booking time and departure location)
* Transportation: $60 (Round-trip estimate to and from the airport)
* Hotel: $276/night (For two nights, plus tax and fees)
* Meals: $300 (Some meals will be provided during event sessions and receptions)
* Registration Fee: [Insert Cost]

Total Estimated Cost: [Insert Total]

I am dedicated to keeping expenses minimal, including exploring early-bird discounts and group registration savings if colleagues attend as well.

Given the value this event offers, I am confident that my participation will have a significant impact on our 2025 initiatives. The knowledge and strategies I bring back can directly fuel improvements across multiple areas, maximizing our ROI and keeping us ahead of emerging industry trends and challenges.

Thank you for considering my request. I look forward to your approval and to securing my spot at this important event.

Regards,  
[Insert Your Name]