

Dear [your manager's name],

I'd like to attend the [FinOps X 2023](#) Conference on June 27-30 in San Diego. FinOps X is the premier event of the year focused on cloud cost management and optimizing the value of cloud.

This annual conference by the FinOps Foundation (part of the Linux Foundation) will have 1000 experts present, discussing topics across the entire range of the FinOps Framework, a collection of standards and best practices to build a practice. The event features over 80 speakers, representing every major North American-based cloud provider, including billing, commerce, product, and engineering leaders involved with cloud billing, data, cost, efficiency, and commitment vehicle products— real people optimizing cloud at scale with real stakes.

The 2.5 day event features breakout sessions to discuss topics with fellow practitioners and major keynotes (last year featured Apple, JP Morgan & Chase Co., Fidelity, Atlassian, and more). There's also a vendor showcase, a rapid-fire presentation of 20+ products, giving us a taste of the major tools and services in the FinOps space.

There will be an executive-focused track on the second day, focused on senior directors and management, to discuss FinOps adoption, how to fund a practice, structure and grow teams, discussing the State of FinOps, and a reviewing the foundation's upcoming open billing data standard, which is critical for adoption of open billing stand across the clouds.

To sweeten the deal for attendees, the conference includes:

- A large networking event on Thursday evening: 800 attendees to further discuss all things FinOps
- Interactive Chalk Talks that invite attendees to deep-dive into key topics and challenges, alongside fellow practitioners from companies around the world
- Reduced hotel stay rates to add a bit of ease on the budget

The entire FinOps Foundation staff will be in attendance, available to discuss their framework of best practices and standards, tooling landscape, training, adoption, standards, community and anything under the sun related to FinOps!

As a participant, I will showcase [Company name] thought leadership in the community and build an expansive network of experts. These connections will continue beyond the conference to help with our FinOps journey. [As a hiring manager, lead generator for potential candidates].

Here's an estimated breakdown of costs:

- Domestic airfare estimate: \$600
Hotel: \$299.00 per night. 3 nights is \$897 + tax and fees.
- Registration fee: \$999 (Early bird until April 3rd)
- Total: \$2,496

After the conference, I'll circulate a report with a summary of what I learned and key connections gained plus how it will benefit our company.

Thank you for considering my request to attend this event. I feel it's critical to attend to help accelerate our FinOps practice.

[your name]