

Dear [your manager's name],

I'd like to attend the [FinOps X 2024](#) Conference on June 19-22 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 over 1,600 experts present (last year 30 out of the Fortune 50 were in attendance), 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 (the last two years featured Adobe, Walmart, Apple, JP Morgan & Chase Co., Fidelity, Atlassian and more). There's also a chance to meet 40+ tooling and service vendors in the space, giving us a taste of the latest major tools and services in the FinOps space along with understanding any new product or feature launches at the event.

Topics covered will range in level and depth, such as FinOps adoption, how to fund a practice, structure and grow teams, unit economics, discussing the State of FinOps, and the Foundation's open billing data specification - [FOCUS](#), which is starting to be adopted across the clouds and tooling providers.

To sweeten the deal for attendees, the conference includes:

- A large networking event on Thursday evening: 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 the 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: \$309.00 per night. 3 nights is \$927 + tax and fees.
- Registration fee: \$999 (Super early bird until Jan 17th)
- Total: \$3,126

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]