

Dear [your manager's name],

I'd like to attend the [FinOps X 2025](#) Conference on June 2-5 in San Diego. FinOps X is the premier event of the year focused on the latest FinOps best practices for managing the value from cloud and other areas of technology spend.

This annual conference hosted by the [FinOps Foundation](#) (part of the [Linux Foundation](#)) will have over 2,000 experts present (last year 38 out of the Fortune 50 were in attendance), discussing topics areas such as:

- **FinOps for AI**, Planning for, estimating, allocating, optimizing, and reporting on the cost of AI across different infrastructure implementations.
- **FinOps Scopes**, Adding segments of technology-related spending to which FinOps Practitioners apply FinOps concepts, these include SaaS and Data Center.
- **Leveraging FOCUS**
Learning how to use [FOCUS™](#) in the FinOps practice, FOCUS is the unifying billing format which is natively supported by all four major cloud providers. There are expected updates to be announced at the event around FOCUS plus the maintainers and steering committee are in attendance.
- **FinOps Aware Product Decisions**
Shifting cost from an afterthought to a key consideration in the product design process, or “shifting left” by designing and architecting for cost requirements before deployment.
- **Cloud sustainability**
Start the journey of cloud sustainability, developing skills including cloud carbon forecasting and budgeting while understanding the trade offs with cost.

The event features over 100 speakers, including representation from every major North American-based cloud provider, from 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 3 day event features breakout sessions and interactive Chalk Talks to discuss topics with fellow practitioners and major keynotes (the last two years featured Disney, Adobe, Walmart, Uber, Apple, JP Morgan & Chase Co., Fidelity, Atlassian and more).

There's also a chance to meet 50+ FinOps tooling and service vendors in one event, giving us a taste of the latest major tools and services in the FinOps space along with understanding the new product or feature launches at the event.

To sweeten the deal for attendees, the conference includes:

- 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
- Dedicated networking times to meet other attendees in similar industries and maturity

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 help connect us to others in the community.

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: \$329.00 per night. 3 nights is \$987 + tax and fees.
- Registration fee: \$999 (lower if we have 3 people attend)
- Total: \$2,586 + tax and fees

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]