

ELEVATE

THE COMMAND ALKON CONFERENCE

Dear [NAME],

I would like to ask for your approval to attend ELEVATE, which is scheduled for October 30–31, 2018, at The Fairmont Hotel in Austin, TX.

ELEVATE boasts:

- 175+ hours of breakout sessions and solutions labs
- 150+ hours of product training, and insightful and motivational keynote addresses
- 100+ Command Alkon industry and application experts on hand

No other conference in our industry provides the level of opportunity for collaboration, innovation and leadership as the ELEVATE conference does - which is invaluable. I'll have the forum to choose from hundreds of sessions, tailor my schedule to get exactly the information I need, broaden my network of peers, and build my skills and knowledge through access to industry experts from around the world.

What is ELEVATE?

ELEVATE – The Command Alkon Conference is a 2-day, high-energy event for the Heavy Building Materials community to share ideas and strategic approaches designed to stimulate performance across the industry into the next level of growth and innovation. In addition to exceptional keynote presentations, attendees will find significant value in both formal and informal networking opportunities; attending breakout sessions across numerous business process, technology and supply chain topics; hands-on solution labs; and in-depth product training.

At ELEVATE I plan to focus on:

- 1.
- 2.
- 3.

Why Add TRAININGDAYS?

Command Alkon's fall TRAININGDAYS event is held alongside the ELEVATE Conference on October 28 – 29 2018. Attendees will receive comprehensive all-day training to sharpen their knowledge and skills and review best practices on Command Alkon solutions. I will have the opportunity to gain new perspectives so that we can better overcome challenges, improve decision-making, and have access to Command Alkon training personnel who are super knowledgeable about the solutions we use.

**This is the approximate cost of my attending
ELEVATE – The Command Alkon Conference:**

ELEVATE Early Bird Registration (Expires August 27, 2018)	\$1100
ELEVATE Regular Registration (After August 27, 2018)	\$1200
TRAININGDAYS (Single Day)	\$600
TRAININGDAYS (Both Days)	\$900

As added value, the ELEVATE Conference and TRAININGDAYS classes include the following:

- ELEVATE Conference meals: 2 breakfasts, 2 lunches, 4 drink breaks, and 2 receptions.
- TRAININGDAYS meals: up to 2 breakfasts, up to 2 lunches, up to 4 drink breaks, and a Happy Hour.
- Registration fee for TRAININGDAYS include laptops for hands-on training.
- Registration fee for a guest to attend is \$300.
- Hotel rate at The Fairmont is available until October 9, 2018 or until room block is full (\$250 average per night).

Thank you for considering this proposal and supporting my professional growth and our team. Upon your approval, I will finalize plans to attend. The earlier I register for the event, the lower all expenses will be. Immediately upon my return, I will prepare an internal follow-up report, so our entire team will benefit from this experience.

Name

Here's what past attendees have said about their experience at ELEVATE:

"There is no other place in the industry that provides the level of unparalleled opportunity for peer interaction as the ELEVATE conference does."

"I enjoy attending classes to find out what new products and services Command Alkon has developed as well as learn best practices to ensure we are getting the most out of our current systems."

"We came back from ELEVATE invigorated and enthused by what the future had in store."

"Within about the first two hours of TRAININGDAY, the conference had already paid for itself. Being able to interface with others, talk about real world issues, and have the Command Alkon people here who are knowledgeable about everything was invaluable."

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