

2020

DATA CENTER WORLD

A Virtual Experience

Dear <<insert name>>,

I would like your approval to attend **Data Center World 2020: A Virtual Experience** taking place digitally August 24-27. Data Center World is the premier conference and expo for data center and IT infrastructure professionals.

Data Center World is not just another data center conference. Here are just a few of the reasons why I'd like to attend:

- **Leadership and professional development:** Attending Data Center World would give me the chance to hear from leaders and peers on all aspects of data center operations, management and design. Data Center World emphasizes case studies and real-world examples to improve leadership strategy and decision-making.
- **Broad IT and facilities perspective:** In a landscape full of conferences organized by technology providers or very niche organizations, Data Center World is the only event where I can get a complete view of what's happening in the data center industry, including: infrastructure, cloud, co-location, security, facilities management, as well as emerging technologies such as edge computing, IoT, and more.
- **Independent:** Data Center World offers vendor-neutral education, which allows me to get unbiased insight and advice from peers experiencing the same challenges. I'll have the opportunity to break free from constantly focusing on how to solve problems using single-vendor solutions.

After the conference, I will be able to share the latest data center strategies and solutions with the rest of our organization. Data Center World will also be a fantastic opportunity to make substantial connections with both leading and emerging technology suppliers.

I am seeking approval for the conference registration fee only. Now that Data Center World is fully virtual, I can access all the premier content and networking that Data Center World has to offer without any travel expenses. If I register now, I will receive discounted rates. Here is a complete breakdown of the conference costs:

- Conference Pass:
 - Early Bird price: \$695/\$ 995 - Standard Pass or All Access Pass, respectively
 - Regular Price: \$895/\$1 195 - Standard Pass or All Access Pass, respectively
- Airfare: N/A
- Hotel: N/A
- Meals: N/A
- Total cost: \$XXXX

Complete information on the conference is available at www.datacenterworld.com. With all of these opportunities to learn from industry leaders and connect with some of the top companies in the country, I hope you will see the value of this event. I'd like to sign up today.

Thanks for your consideration,

<<Your Name>>