

Dear NAME,

I'm writing to ask for your approval to attend the Veeva Quality Summit, Veeva's annual complimentary educational event, happening in Cincinnati, OH on June 5th, 2018.

In this digital era our company needs to be aware of how we can leverage technology to improve and maintain a robust quality system that ensures compliance and growth. The knowledge I will gain by participating the Veeva Quality Summit will enable our IT and Quality groups to have open discussions and collaborate on how to use technology to be efficient and effective.

The agenda will cover how various companies are bringing Quality into the 21st century through digital transformation, including:

- Quality Throughout the Product Life Cycle
- Enforcing Quality Across the Supply Chain
- Building a Strong Foundation with Quality Data
- How Digitalization Impacts the Shop Floor
- Technology Considerations for Long Term Success

Another huge benefit of the Veeva Quality Summit is getting to know the Veeva community and learn best practices from people and companies who are facing the same challenges as us. Current Veeva customers will be speaking about their road to success and I'd like to be there to hear about it.

I think attending the Veeva Quality Summit would especially help me on these project(s) [add details]. Here's an approximate breakdown of conference costs:

Airfare: \$ XXX

Transportation (between airport and hotel): \$50

Hotel: \$360

Meals: \$50 (*all meals on June 5th complimentary*)

Total: \$ XXXX

For an event that promises such value, I think this is a very reasonable expense. I plan to submit a post-conference report that will include an executive summary, major takeaways, tips, and a set of recommendations to maximize the return on our digital investments for Quality. I can also share relevant information with key personnel throughout the company.

Thank you for considering this request. I look forward to your reply.

Regards,