

Dear boss,

ViVE is the only event where digital health execs go to do business. It's where 9,000+ attendees gather (1,500 C-Level), 300+ industry leaders speak, millions of dollars in business is generated, and thousands of dollars in training is saved. And, I really hope to get the opportunity to attend this year! It's taking place February 16-19 in Nashville.

If you approve my travel for this event, I promise to:

- Network and connect with the right people to improve ROI at our organization
- Learn about the most cutting edge trends in healthcare innovation from the who's who in the industry
- Take everything I gain in just 4 days, and bring it back to elevate our organization to the next level

How much will it cost?

**Travel:** It's only XXX for my flight

**Hotel:** ViVE has blocks at several hotels within blocks of the Music City Center for attendees at discounted rate averaging around \$350 per night

**Transportation:** The venue is only a short Uber or taxi ride away from the airport at around \$50 each way

What's included in my ticket?

- Breakfast, lunch, and reception appetizers (basically dinner) everyday
- Access to a library of recorded sessions in the [HLTH community](#) as part of my registration.
- A jam-packed agenda of the biggest people and companies in healthcare right now
- A show floor of 800+ exhibitors with the most innovative technology in the industry
- The ability to immediately export the contacts I've made through the event app

The price of the event is increasing soon, so to get a good rate, we need to register soon. I hope to get your approval to attend ViVE this year!

Thank you,

XXX