

# CallidusCloud Connections (C3) Conference 2017 – Proposal to Attend

To:

From:

Re: C3 2017: Proposal to Attend

I am writing to request your approval to attend the CallidusCloud Connections (C3) 2017 cloud and industry conference September 18-20 at the Wynn in Las Vegas.

With three days of learning, collaboration, training, product and technology sessions, customer panels, and hands-on demos, C3 will provide real-life examples of how we can drive more revenue, improve sales and marketing alignment, make our learning programs more effective, and increase the productivity of our organization.

This year the conference includes keynotes from top industry analysts and experts on the most critical new business and technology trends, including the Internet of Things, predictive analytics, peer-to-peer selling, and intelligent incentives. That's supported by 70+ breakout sessions from thought leaders and CallidusCloud customers from all industries explaining how they:

- Increase deal sizes and win rates while shortening sales cycles.
- Drive higher quota attainment.
- Motivate sales and channels while reducing incentive costs.
- Find, capture, and convert more leads.
- Coach and train sales and marketing for maximum productivity.
- Measure and act on customer sentiment in real time.

Sessions with the industry analysts alone would cost our organization more than \$50,000, not to mention the training we will be provided. CallidusCloud is offering training and best-practice sessions for each of their products (free of charge with registration for the event), and I will get the opportunity for in-depth training and how-tos from customer support managers, helping us get the greatest ROI on our existing systems. To ensure [Insert Your Company Here] gets the most from this event, I will focus on finding solutions and best practices to benefit the following initiatives:

- [add project or initiative]
- [add project or initiative]
- [add project or initiative]

Here's an approximate breakdown of conference costs based on group and regular registration rates:

Expense	Group Rate	Regular Rate
Airfare	\$450	\$450
Hotel (3 nights at \$209+tax)	\$705	\$915
Registration Fee	<u>\$690/Person</u>	<u>\$1,495/person</u>
<b>TOTAL</b>	<b>\$1,845</b>	<b>\$2,860</b>

I'll submit a post-conference report including a summary, major takeaways, tips, and recommendations. I will also share relevant information with key personnel throughout the company. For details on the conference, please visit [www.calliduscloudconnections.com](http://www.calliduscloudconnections.com) or reach my contact [Name of MDS/Sales] at [Ph. # and Email] to discuss.

Thank you for considering this request. I look forward to your reply soon to secure the early-bird and group rates we've been offered.

Regards,