



**Justification Letter Template**

To: < manager name >  
From: < your name >  
Date: < insert date >  
Subject: 2019 SAP SMB Innovation Summit Attendance Proposal

Dear (Xxxx),

I'm writing to request approval to attend the 2019 SMB Innovation Summit hosted by SAP. The event takes place on [INSERT DATE] at [INSERT LOCATION], and is a unique three-day event exclusively for SAP Partners who sell SAP Business One and SAP Business ByDesign. After reviewing the conference agenda, I'm confident that this experience will provide me key information and new insights to best position SAP products and technologies to our customers.

The SMB Innovation Summit offers three days of role-based breakout sessions, keynote presentations, a solution exhibit hall, and presentations from SAP senior executives and customers. I truly believe this is a great opportunity for me to learn best practices, understand the latest product releases and upgrades, network with other successful partners, and gain practical insights that I can share with our entire team.

I am therefore seeking our organization's approval to attend this event and cover travel expenses. Here is an approximate breakdown of conference costs:

- Conference: < add conference fee for the location you're requesting >
- Airfare: < add flight expenses >
- Transportation: < add estimated transportation expenses >
- Hotel: < add estimated hotel expenses >
- Meals: < add estimated meal expenses >

The total investment based on the numbers above is < add your estimated figure >.

Again, the 2019 SAP SMB Innovation Summit is a working opportunity for me to strengthen my skill set and make valuable contacts with others in our industry. Attendance at this conference can be considered part of our company's investment in the future, and in me.

If you find it helpful, I am happy to provide a report following the conference and share it with my colleagues so that they can also benefit from the event.

Thank you for considering my request.

Regards,

< your name >