Dear [Supervisor],

[**TRANSACT**](https://etatransact.com/)**,** the biggest event for the payments industry is going to be in Atlanta on April 24-26, and I believe our company would greatly benefit from attending.

With 3,000 attendees, including 1,700+ decision-makers from over 1,000 payments companies, TRANSACT is the best opportunity for us to meet new players, cement existing relationships, and stay on top of innovations. By attending this one-and-done, three-day trip:

* We will hold a significant number of meetings that would otherwise take us months to set up. Plus, included receptions, parties, and lounges on the show floor place us conveniently in the center of the action!
* We’ll have access to TRANSACT’s AI-driven matchmaking app, Grip, which will allow us to make strategic connections and set up meetings ahead of the event. We can use the app to assign meetings, divide and conquer if we send a team, and maximize our presence at the show.
* We can get up to speed on what’s next in payments from 150+ exhibitors on the show floor and connect with experts at meet-ups and deep dives. We can also learn about important trends from sessions on Innovation, Opportunity and Transformation Stages, all led by industry insiders.

I anticipate my expenses [or per-person expenses] for the event to be:

Registration: $\_\_\_\_\_\_ [insert [appropriate rate](https://etatransact.com/register-transact-2023/)]

Visa Celebration: $150

Golf Tournament: $225

Flight: $ \_\_\_\_\_ [search flights to ATL]

Airport Transfers: $60 r/t (between ATL and Omni Hotel CNN Center)

$\_\_\_\_ r/t from my home to the airport

Hotel (at block rate): $900 ($253/night + tax)

Meals: $222 (appx.)

**Total: $\_\_\_\_\_\_\_\_\_\_**

TRANSACT offers tremendous cost efficiency for us in terms of travel and time away and great ROI. With the number of connections we can make and business meetings we can schedule, plus the value of the education sessions, this is well worth it. I’d love to discuss the possibility of attending with a team.

Thank you,

[Sign your name]