Dear **[Manager's Name],**

As we’re in the process of making our plans and budget for our IT, Business and digital transformation efforts, I want to discuss attending the 6th America Digital Congress Mexico 2021 this October. I believe it’s imperative that I attend and our team, not only for my own growth, but for the success of our company as well.

America Digital Congress is known as the epicenter of the industry, drawing the widest range of **[industry sector]** power players into one conducive space.

With a **10,000 m2 Expo Digital with 100 Exhibitors**, **+1000 Business Meetings**, **+100 especialized conferences** in #Telecom #ICT #SaaS #AI #IOT #Big Data #Cloud #Fintech #Cybersecurity #Blockchain #eCommerce #DigitalMarketing applied to our business, it is an unique opportunity to meet with **VPs and Experts** from the most important global / local tech companies as Microsoft, Intel, Google, Amazon, Telefónica, Tableau, ServiceNow, Deloitte, Bain & Company, Tivit, Globallogic, Eset, Ricoh, Fiserv, Hootsuite, Sophos, HP, Cloudfare, Equifax, Emailage, that can help us to improve our sales, marketing, management and productive process.

Furthermore, it is an opportunity to share experiences with +3,000 C-Levels (CEOs, CDOs, CMOs, CIOs, CTOs, CISOs) and decision makers **leading the digital transformation** in their organizations.

It’s often said that just 2 days in America Digital leads to a year’s worth of meetings.

The cost of each ticket is US$ 740 p/p, it is almost 4 times less expensive than similar Congress in USA or Europe, and we can get special discount for early registration during this month.

Furthermore, with our registration, each member of our delegation will get access to the APP America Digital Network, being able to connect online with +5,000 digital transformation business leaders and watch under Video On Demand over 100 conferences of experts from the previous America Digital Congresses.

Sincerely,

[Your Name]

[Your Title]