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**Subject:** HITEC Charlotte 2024

Dear \_\_\_\_\_ ,

HITEC 2024 — the world’s largest hospitality technology event — is June 24–27 in Charlotte, N.C. USA. This trade show and conference gathers the brightest minds and latest technology in one place. The program offers relevant education sessions that are directly applicable to my position. Should I be permitted to attend, I will have access to:

- Over 50 educational sessions presented by industry experts who have faced similar challenges, greatly reducing the time and costs \_\_\_\_\_ would normally incur in researching these topics.
- Exhibits from 300+ hospitality technology vendors and show floor educational presentations demonstrating current and on-the-horizon technology trends.
- Networking opportunities with hospitality industry experts and colleagues from around the world to raise our company’s profile and develop new business relationships and contacts.

HITEC will provide valuable knowledge and new ideas on how we can improve our business processes and be aware of possible challenges on the horizon. Therefore, I would like to ask your approval to attend. I understand that my attendance will represent a considerable investment of both time and money and have listed a breakdown of expected expenses below. I do plan to keep the cost to an absolute minimum.

The full conference registration fee is \_\_\_\_\_ , but \$100 can be saved if I register by the Early Registration deadline of May 13, 2024.

- Roundtrip airfare: \$ \_\_\_\_\_
- Transportation: \$ \_\_\_\_\_
- Hotel: \$ \_\_\_\_\_
- Meals: \$ \_\_\_\_\_
- Conference Fee: \$ \_\_\_\_\_

This opportunity to develop new contacts and gain knowledge in specific areas of \_\_\_\_\_ makes my attendance at HITEC a great investment for \_\_\_\_\_. Thank you for your consideration.

Sincerely,

HFTP Services:

**HITEC**



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