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

I’m sure you’ve heard, but Money20/20 Europe, the largest FinTech event in Europe takes place this 3-5 June in Amsterdam. I believe it’s imperative that I attend not only for my own growth, but for the success of our company as well.   
  
Money20/20 is known as the epicenter of the industry, drawing the widest range of **[industry sector]** power players into one conducive space. For reference, I encourage you to review the latest list of [sponsors](https://us.money2020.com/sponsors) - it's quite impressive!

Below are key statistics from last year’s attendees which emphasize the quality of networking and ROI opportunities:

▪ 89% of attendees rated the quality of the audience as very good/excellent.  
  
▪ 88% of attendees rated the quality of the content topics as very good/excellent.

▪ 80% of attendees who came to learn about the latest trends and innovative developments achieved their objectives

▪ 92% of attendees were satisfied with the attending delegates on the Payments Sector

▪ 94% were satisfied with the attending delegates on the Banking and Payments Service sector

▪ 85% were satisfied with the attending delegates from the Blockchain and Crypto sector

This year, Money20/20 Europe is introducing a new AI-powered meeting tool in their redesigned app which will make it easier for me to schedule numerous meetings well in advance. They’re also hosting various networking receptions and cool meetups, so I won't miss a single potential connection.

The cost of a pass includes access to the attendee list in the app, all content sessions, the exhibit hall, workshops and networking events, as well as breakfast, lunch, snacks and drinks so there would be very little in the way of extra expenses. They’ve also offered me the **‘BOSS’** promo code which **saves us €250** off the website rate.

Lastly, Money20/20 is truly leading the revolution that our industry is facing, as it continues to change more rapidly and more significantly than ever before. In order to stay at the forefront of the industry, we need to ensure that we fully understand what the future of money is going to look like, and the part that our business can play in it. Which is why it’s absolutely crucial that I attend this year.

Sincerely,

[Your Name]

[Your Title]