[Your boss’ name],

I am seeking your approval to attend [**Money20/20 USA**](https://us.money2020.com/?utm_term=noterm&utm_campaign=vegas2024-convinceyourboss&utm_medium=pdf&utm_source=mkt-email-delprom&utm_content=nocontent), taking place on October 27-30 in Las Vegas. This event presents an unparalleled opportunity that promises to significantly impact our business growth and success, while also allowing me to further my professional development.

This event, above all others, is *the* most influential gathering of the money ecosystem. This will give me access to top leaders from banks, payments, tech, startups, retail, fintech, financial services, policy, and more that we normally wouldn’t see in one place altogether. Attending will be critical to achieving [add project(s) or initiative(s) for performance targets/lead gen/build pipeline/network/key learnings]. We should consider the cost to our business if we don’t attend and our competitors do.

**Here is why attending Money20/20 USA is essential to growing our business:**

1. **To accelerate deals:** Through various high-impact networking opportunities available at the event and 1 in 3 attendees being C-suite (CEO, CMO, CFO, COO, etc. ), we’ll have unmatched reach to key decision-makers in the industry to get business done at scale. Take, for instance, Randy Fernando, co-founder of Power, who bought 2 tickets to Money20/20. In year one he met his lead investor. In year two he met his acquiring CEO and was purchased by Marqeta for $275 million.
2. **To build partnerships:** Money20/20 USA provides the premier platform to connect our business with top industry leaders and rising stars, paving the way for us to form new partnerships, secure funding rounds and more. For example, Ntropy, was able to form a new partnership with Beem, who they met at the event. Or, Airwallex who leveraged the event to reconnect with an investor and secured funding for their Series A investment.
3. **To raise our profile:** Our presence at the event offers invaluable exposure to key players in the industry (7 in 10 attendees are decision makers). That’s why Mastercard strategically chose the Money20/20 USA stage to announce their team up with MoonPay, to explore how Web3 can connect and build loyalty among consumers.
4. **To make breakthroughs:** Money20/20 USA brings together world-class industry experts from across the global money ecosystem like Ben Horowitz, Co-Founder & General Partner of a16z, Ali Ghodsi, Co-Founder & CEO, Databricks, and Jelena McWilliams, Managing Partner, Cravath, Swaine & Moore LLP, Former FDIC Chairman. The sessions will deliver revelatory ideas, insights, and innovations that will allow our business to stay ahead of what's next in money

**A snapshot of who I’ll be able to connect with:**

**/** 4000+ C-Suite **/** 2000+ VP Level

**/** 3500+ Leading Companies **/** 500+ Sponsors

**/** 85% Of The World's Top 20 Banks  **/** 300+ Expert Speakers

**/** 66% Of The USA’s Top 20 Fintech Unicorns **/** 300+ Press

Plus, If I [**buy a pass**](https://us.money2020.com/pass-picker?utm_term=noterm&utm_campaign=vegas2024-convinceyourboss&utm_medium=pdf&utm_source=mkt-email-delprom&utm_content=nocontent) **by May 3, we’ll save $600 and we’ll save even more if we book as a team!** After attending, I’ll gladly share with our colleagues key takeaways, skills, ideas, potential opportunities, and how they can be applied to our current business and future strategies.

Thank you for considering my request. I look forward to your reply.

Best regards,

[Your Name]