

Dear [Your boss' name],

I would like to attend [Money 20/20 EUROPE](#) on June 6-8 to help support me in achieving my [add project(s) or initiative(s) for performance targets/lead gen/build pipeline/network/key learnings].

This event, above all others, is *the* most influential gathering of the money ecosystem and will allow me access to the largest audience of decision-makers in one place. Here's the ever-expanding list of [attending companies](#).

The facts:

- 77% of all attendees are mid-managers and above.
- 7 out of 10 attendees from the 2022 show intend to come back this year.
- 87% of past visitors rated the quality of attendees as excellent or good.

Money20/20 is where the most powerful conversations and connections happen in real life. Here's how it can take us to new heights:

- **Harness the power of fintech's biggest hive mind:** Using AI matchmaking technology the attendees booked over 14,500 meetings last year. There are always numerous other networking opportunities over the three days which I will take full advantage. 83% of past visitors rated the networking opportunities as excellent or good.
- **The who's who of fintech:** Over 2,300 companies and 7,500 delegates from across fintech attended in 2022, from over 90 countries. From global leaders to new challengers and from tech giants to scrappy startups, this is the community that defines what's next in Europe and beyond. The efficiency of attending the show, and access, would allow us to streamline three months worth of meetings in just three days!
- **The magic of in-person collisions and serendipitous encounters:** According to a study by [Forbes](#) on the case for face-to-face meetings, 85% believe they build stronger, more meaningful business and client relationships than video meetings. Because Money 20/20 brings everyone together, it'll save me months of research, outreach and meeting arrangements. After all, this is *the* event where fintech communities love to do business. I think we should also consider the cost to our business if we don't attend and our competitors do.

- **Calibrate our strategy:** With 350 experts it's a great place to learn about the wider industry. This is where leaders come to share and create groundbreaking news. I'll be immersed in all the learnings, presentations, and case studies that provide insight into the most cutting-edge disruptions before they hit the mainstream. The biggest conversations shaping the future of money happened at this event.

If I register before January 13, we'll save €1400 off the final price – and we'll save even more if we book as a team!

After attending, I'll gladly share what I've learned with my colleagues and key personnel, and will help identify how we can implement the best practices, skills, and ideas I return with.

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

Best regards,
[Your Name]