

[Your boss' name],

I am seeking your approval to attend Money20/20 Europe, taking place on 2 - 4 June 2026 in Amsterdam.

This event presents an unparalleled opportunity to significantly impact our business growth, contribute to our sales pipeline, shape our strategy, and continue my professional development.

This will give me access to top leaders in banking, payments, crypto, 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 also consider the cost to our business if we don't attend and our competitors do.

These 3 high impact days will allow me to:

- Accelerate deals & build partnerships: Networking opportunities available at the event and 1 in 3 attendees are 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.
- Raise our profile: Our presence at the event offers invaluable exposure to key players in the industry (7 in 10 attendees are decision makers) and gives us the opportunity to spend time with our existing customers.
- Make breakthroughs: World class speakers with insight that is shaping the future of finance - actionable strategies for us to implement and shape the vision of our future success.

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

Best regards,

[Your Name]