

## Request to Attend Waters USA: December 7, New York

Today's Date: \_\_\_\_\_

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

I'd like to request approval to attend **Waters USA**, taking place on Monday, December 7, at the Marriott Marquis hotel in New York. Due to the attention we're giving to our budget spending, I wanted to outline for you the value this conference offers.

### By attending, I plan to take full advantage of:

**Industry Leading Content:** Crafted by an award winning production team, the agenda for Waters USA is carefully researched and co-ordinated to deliver only the most valuable and relevant content in the industry today. With over 60 expert speakers, the agenda is packed with Keynote Presentations, Panel Discussions and Case-studies. From Smarter Trading Strategies, Analytics in the Trading Environment, Implementing Infrastructure & Innovation and more – the conference will cover all aspects of financial technology and innovation in the industry. Full agenda: <http://events.waterstechnology.com/watersusa/static/full-agenda>

**World Renowned Speakers:** Sourced far and wide, Waters USA has carefully selected expert speakers from a variety of backgrounds. Confirmed speakers so far include senior representatives from Citi, UBS, Credit Suisse, Bank of America and Deutsche Bank.

**Advanced Sessions and Expert Advice:** Waters USA offers advanced sessions that provide me with the opportunity to develop my skills and knowledge beyond middle-level content. The 'On the Trading Floor' stream covers that smartest trading strategies and delves in to high-level techniques for boosting liquidity and effectively analysing trade activity. The event also covers data management, infrastructure, an exclusive CIO panel and an innovation debate. The days agenda can be seen at: [events.waterstechnology.com/watersusa/static/full-agenda](http://events.waterstechnology.com/watersusa/static/full-agenda)

**Abundant Networking:** Whether it's engaging with a fellow technology leader over a drink at the Cocktail Reception, or picking the brains of a speaker during the session breaks, Waters USA provides many networking opportunities for attendees to meet and make connections with senior decision makers and speakers from leading global financial firms. These connections would be invaluable for the future growth and development of our business.

### Here is an estimation of the cost for my travel to Waters USA:

Airfare: \$ \_\_\_\_\_

Hotel: \$ \_\_\_\_\_

Meals: \$ \_\_\_\_\_

**Conference Pass:** Free for delegates from user firms  
(banks, investment management firms, pension funds etc)

Total: \$ \_\_\_\_\_

I am requesting approval now and will continue to look for ways to reduce my expenses, including discounts for hotels and airfare.

I will also provide a summary action plan based on key takeaways, tips, and recommended changes for our future marketing goals after the conference.

Best Regards, \_\_\_\_\_

