

Subject: Request to attend SAS Innovate 2026 – business justification

Hi [Boss's Name],

I'd like to request approval to attend SAS Innovate 2026, taking place April 27-30 in Grapevine, Texas. It is SAS' premier data and AI event, bringing together thousands of business leaders, analytics experts and technical users to explore how to drive productivity, efficiency and real business outcomes with data and AI. Attending will provide direct value to our team and organization, ensuring we maximize our SAS investment and apply the latest advancements to our work.

Specifically, I'll gain:

- **Tailored learning and immediate impact** – I can customize my agenda to focus on the data, AI and analytics strategies that are most relevant to our business. I'll return with practical, actionable insights to drive improvements in our projects.
- **Strategic networking and industry insights** – I'll connect with SAS experts, industry peers and partners, gaining exposure to real-world success stories, best practices and potential collaboration opportunities that could benefit our team.
- **Cutting-edge technology and hands-on experience** – From live technical demos and interactive labs to exclusive keynotes from industry leaders, I'll gain firsthand knowledge of the latest SAS innovations and emerging trends shaping data, AI and analytics.
- **Early bird discount available** – If I register before Feb. 25, we'll save \$200 off the standard registration rate.

This is a valuable opportunity to strengthen our data, AI and analytics capabilities, helping us stay ahead in a rapidly evolving landscape. I'd love the opportunity to bring these insights and connections back to benefit our team.

Can we discuss this soon? Let me know how best to proceed.

Thanks, [Your Name]