Dear [*Decision Maker Name*]:

I am writing to request your approval to attend the CrowdStrike Cybersecurity Conference, Fal.Con POWER UP 2018 taking place September 17-19, 2018 in Miami, FL.

Fal.Con 2018 POWER UP offers a jam-packed agenda of cutting-edge content – including over 35 in-depth educational sessions as well as thought-provoking keynotes. I'm confident that the forward-looking content and top-notch speakers will deliver tremendous value to our organization and ultimately improve our ability to stop breaches.

The conference brings together the top cybersecurity visionaries in the field to cover today's most pressing issues. I'll be able to choose from a variety of tracks, ranging from hands-on Falcon Platform training to real-world customer case studies. This event also offers a threat intelligence track conducted by CrowdStrike's world-renowned intel experts, offering an in-depth examination of today's most prevalent and dangerous adversaries.

My participation in CrowdStrike Fal.Con will allow me to:

- **POWER UP my skills with in-depth education around today's pressing cybersecurity challenges,** many of which directly affect our organization. Examples of timely topics include Threat Hunting, Automated Investigation and Attribution, GDPR, MacOS Intrusions, Designing Cybersecurity Exercises, and more.
- **Maximize our investment in CrowdStrike technology** by participating in hands-on training sessions for Falcon Detection Analysis, Getting the most out of Real-Time Response, Attack Scenarios such as phishing emails and Web exploits and more.
- **Learn from other top security professionals** from around the globe, who are facing similar security challenges. Fal.Con 2018 brings together over 500 attendees and provides ample opportunity to share best practices and lessons learned with my peers.
- **See the latest cutting-edge cybersecurity technologies and services from CrowdStrike and its partners**. In addition to hearing about the latest exciting releases from CrowdStrike, I'll be able to attend a partner expo filled with vendors such as AWS and Splunk.

The approximate costs for my attendance:

Flight	[Add flight costs here]
Transportation (ground transportation to/from hotel)	Approximately $40-$50 round trip from MIA to the hotel
Hotel (includes taxes and fees)	$318 per night x [*# of nights*]
Meals	All meals included each day;
Conference/Training pass	$950

This conference pass rate is based on registering before August 15th at the early-bird rate.

Following the conference, I will submit a summary of the most important information and guidance I received at the event and share conference materials with my teammates so together, we can implement new ideas and solutions that will make [*Company Name*] a more secure environment.

In closing, I would like to add that I was very impressed to learn that 100% of Fal.Con 2017 attendees said they would refer this event to their peers, which I think says a lot about the value this conference offers. I look forward to hearing your response and am happy to answer any questions around how the event will benefit my work, my team and our organization.

Sincerely,

[*Your Name*]