**Digital Dealer 24 Conference & Expo**

**Registration Request**

To: [Supervisor Name]

From: [Your Name]

Re: Digital Dealer 24 Conference & Expo

I am requesting your approval to attend the upcoming Digital Dealer 24 Conference & Expo, taking place in Orlando, FL, April 10-12, 2018.

The Digital Dealer Conference & Expo will provide our dealership with the latest digital marketing, sales, and management strategies from top dealerships, trainers, and consultants in the automotive retail industry.

The 100+ educational sessions, roundtables, and case studies presented at Digital Dealer will allow me to target the specific goals of our dealership and develop actionable business strategies and solutions to take our dealership to the next level.

Conference registration plus travel will cost around [Insert Estimated Cost]. I can assure you that the time and money spent away from the dealership will be a long-term, worthwhile investment toward our dealership’s success.

**Attending the following Digital Dealer Sessions will particularly help me with:**

· [Add Project or Initiative]

· [Add Project or Initiative]

· [Add Project or Initiative]

I will also submit a post-conference report that will include a summary of major takeaways and a list of action items for our dealership(s) to implement.

Thank you for considering this request.

Regards,