

Dear _____,

I would like to attend the CPM 2008 EAST Conference and Exhibition. It takes place November 12-14 in Orlando, FL.

CPM is the only business continuity conference that integrates business continuity/continuity of operations, emergency management and security topics, making it three conferences in one. CPM has been providing advanced-level training for continuity professionals for over 12 years. CPM conferences are known for providing first-class training and education - it is truly the industry's "must-attend" event.

I believe my attendance will be a cost-effective investment for the company. Upon returning to the office, I will be able to share the best practices and lessons learned as presented by the nation's leading continuity experts. I will learn how to avoid costly mistakes and will learn from other's successes.

I am especially interested in the topics relevant to our company's situation, such as:

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I can arrange for others to cover my responsibilities during the days I am attending the conference. And there is a cyber café at the conference – so I can be in touch throughout the day!

I received a special promotional code (CPM) which will allow me to register for a special **\$100 discount**. This is the industry's best pricing for three days of advanced level training. I can also get a discounted rate at the hotel for just \$199 per night.

Although we may not have budgeted for this training, the return on investment will justify the expense. The industry's leading practitioners, professionals, authors and scholars will be presenting the most current industry news and trends. The training I receive at this conference will allow me to be up on the latest compliance standards.

I hope you agree that my attendance at CPM 2008 EAST is worthwhile and can offer valuable information to help me prepare the most comprehensive business continuity plan for our organization.

Thank you,