

Re: 2019 Calix ConneXions User and Innovation Conference - Request to Attend

To:

I'm writing to ask for your approval to attend 2019 Calix ConneXions Innovation and User Conference, October 26-29 in Las Vegas. The conference **sold out** with over 2,000 attendees last year and is the industry's premier event that showcases how winning service providers are innovating to transform their business models.

Past conference attendees have implemented strategies using Calix solutions to:

- Generate revenue growth by up to 23%
- Increase ARPU by up to 20%
- Increase subscriber retention up to 94%
- Improve marketing campaign ROI by 40%
- Lower support call volumes by 10%
- Reduce truck rolls by up to 50%

**Main stage and 65+ breakout sessions featuring case studies from your industry peers with topics focused on strategies like (\$1500, based on comparison with similar conferences):**

- Optimizing operating expense with a next generation network
- Using automation and AI to improve subscriber experience while radically driving down costs
- Implementing best practices from innovators deploying always-on, self-healing networks to ensure uninterrupted service
- Generating new revenue opportunities from the Smart Home and Business revolution
- Deploying Managed Wi-fi and whole home Wi-fi solutions that can dramatically reduce costs and increase customer satisfaction

**Networking opportunities with 2100+ attendees including:**

- 1:1 meetings with Calix Executives
- Expo hours featuring 25+ Calix partners and consulting engineers
- Breakout Summits from industry associations like Broadband Forum
- Hands-on technology demos and white-board architecture discussions with Calix experts
- 20+ training sessions led by Calix experts (\$400 value when compared to similar conferences)
- Complimentary on-site *Test Your Knowledge* assessments to earn Calix Academy learning badges like "AXOS Foundations" or "Home Networking Foundations"

Any of the above benefits can easily have an enormous benefit to our company. Here's the estimated cost for me to attend:

Airfare	Estimated \$500
Transportation to and from hotel	Estimated \$40
Hotel (3 nights at \$219 + tax)	Estimated \$700
Registration fee	<b>\$649 (Early-bird registration rate)</b>
Meals (Calix provides each day)	\$0
<b>Approximate cost to attend: attend:</b>	<b>\$1,889</b>

Total Calix Conference Value \$2400 + business value of deploying best practices  
(Training, Networking, Sessions, Calix Certification, etc.)

I'd like to register before September 13 to take advantage of the early-bird registration rate. I'll be sure to submit a post-conference report that will include an executive summary and a set of recommendations to maximize the return on our current investments with Calix. As an attendee, we also get first access to post-conference material including keynote videos, breakout sessions, and presentations.

Thank you for considering this request. I look forward to your reply.

Best regards,  
[Attendee name]