

Dear _____,

I'm writing to request your approval to attend 2022 Calix ConneXions. The conference is October 15-18 at Wynn Hotel, Las Vegas.

Forbes described ConneXions '21 as "superbly executed" and this year promises to be even better. Designed for today's data-driven world, ConneXions is an opportunity to gather with industry innovators and thought leaders and share new ideas and best practices. **97 percent of past attendees surveyed highly recommend ConneXions as a "must-attend" event.** Calix customizes the event experience with tracks for marketers, customer support leaders, network engineers and operators, ensuring that each attendee gets great value out of their conference pass.

Past conference attendees have seen impressive business benefits. Their marketing, broadband operations, and customer support teams have used Calix innovation and Customer Support Services to:

- Drive 13 percent annual revenue increase
- Skyrocket Net Promoter Scores to +90 (compared to single-digit industry benchmark scores)
- Reduce system inventory costs and installation times by 50%
- Turn up subscribers 70% faster
- Reduce costly truck rolls by 50% or more
- Increase first call resolution by 83%
- Achieve 100% retention of staff in their customer support organizations
- Boost email open rates for targeted campaigns by 54%-262% higher than the industry average for open rates

Opportunities to engage with experts and peers include:

- 1:1 meetings with Calix executives and experts
- Business and Technical Summits with experiences tailored to every role in your organization
- Virtual expo hours featuring Calix partners and consulting engineers
- On-site marketing consults
- Circles of Success with attendee-led discussions on solution adoption, best practices and user tips
- Live training sessions, lab exercises, and certification exam prep for broadband operations and network engineers

With a preferred pricing discount, the cost for a full conference pass is \$1099, which includes access to industry summits, whiteboard sessions and workshops, opening and closing general sessions, leadership experience tracks, evening entertainment, tickets to an Innovation Showcase and Expo, Executive 1:1s, and access to the virtual event in November.

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

Best regards,
[Attendee name]