**To:**

**From:**

**Re: How (company name) can benefit from Snowflake Summit 2022**

I would like to attend Snowflake’s customer conference, the Snowflake Summit, in Las Vegas, Nevada, from June 13-16, 2022.

At Summit, Snowflake will announce new technology innovations to its solution, the Data Cloud. That also means I can bring back live, first-hand details about what those innovations can do for us as a Snowflake customer. Also, Summit isn’t just about technology. The Data Cloud enables its nearly 6000 customers to easily and securely share and collaborate via data with each other. Those that do have enabled new market opportunities by creating data products, services, and applications for commercial use. Summit will be the ideal opportunity for us to understand if we too can create similar opportunities.

**What I will experience at Summit and the information I expect to bring back:**

* 1:1 time with subject matter experts who will review our deployment, demonstrate advanced features, and troubleshoot any technical issues we may have.
* Hands-on workshops to test Snowflake’s latest features, with personalized coaching from Snowflake experts and partners.
* How other Snowflake companies have created new market and revenue opportunities based on data, and how we could too.
* The knowledge gained by meeting with leading solutions, data management, data integration, and BI partners that can help bring together all of our data and advance our analytics.

**Here’s an approximate breakdown of costs:**

Airfare: $ 500

Transportation (between airport and hotel): $ 60

Hotel (3 nights at $199 + taxes and fees): $ 700

Meals (majority covered by Snowflake): $ 150

Registration $ 1,595 (until April 30, $1,795 after that)

 **Total: $3,005.00**

The earlier I can register for the event, the less expensive it will be.

Please let me know if you would like to discuss. Thanks for considering my request.

Regards,