**2014 Veeva Commercial Summit**

To:

From:

Re: 2014 Veeva Commercial Summit Attendance

I’m writing to request your approval to attend the Veeva Commercial Summit in Philadelphia. The event is one of the industry’s largest dedicated to commercial best practices and solutions and is the most cost-effective way to ensure that we’re getting the most out of our Veeva investment. It offers in-depth sessions, hands-on workshops, training and opportunities to meet 1:1 with Veeva product managers. Networking sessions and more than 25 speakers from 15 life sciences companies provides the opportunity to learn from other Veeva users.

Key sessions that will be of the greatest benefit include:

* <session 1>
* <session 2>
* <session 3>

The conference is a day and a half. I will arrive the evening of May 19 and return after lunch on May 21. Registration is complimentary, therefore the only costs are for travel and estimated at:

Airfare: $XXX.XX

Transportation (between airport and hotel): $75.00

Hotel: (2 nights at $239+tax) $500.00

Meals: (most are provided) $50.00

**Total: $XXX.XX**

When I return I can provide a summary of key learnings and recommendations so the full team benefits.

Thanks,