**2018 Veeva Commercial & Medical Summit, North America – Business Justification Letter**

To:

From:

Re:            2018 Veeva Commercial & Medical Summit, North America

I’m writing to request your approval to attend Veeva Commercial & Medical Summit, North America on May 14 - 16, 2018 in Philadelphia. This event is focused on bringing life sciences professionals and industry experts together, with session topics on \_\_\_\_\_\_\_\_\_\_ <Commercial Content – Biopharmaceutical, Customer Data and Master Data Management, CRM Suite, Medical Affairs, and Commercial Content – Medical Devices>. Attending the Summit is the most cost-effective way to ensure that we’re getting the most out of our Veeva investment.

The event offers two days of in-depth best practices, training sessions, and the opportunity to network through peer-to-peer sessions with other members of the life sciences industry. Registration is complimentary and by attending, I’ll gain unique perspectives from top industry leaders. I’ll be able to hear directly from other innovative life sciences companies – ranging from the largest global pharmas to emerging biotechs.

As it pertains to our organization, I’d like to focus on finding solutions and best practices that could help benefit the following projects:

       <Project/program>

       <Project/program>

       <Project/program>

Conference meals are complimentary, as is registration. Here’s an approximate breakdown of costs:

**Registration Fee:                                                                                        $0.00**

                  Airfare:                                                                                                          $XXX.XX

                  Transportation (between airport and hotel):                                        $75.00

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

                  Non-conference Meals: (2 days at $50)                                                 $100.00

**Total:                                                                                                                   $XXX.XX**

Veeva Commercial & Medical Summit will offer extensive value not only to me personally, but to our entire organization. At the end of it, I can provide a report that summarizes the event, key takeaways, and best practices to get the most out of our Veeva solutions investment.

I appreciate you taking the time to consider my attendance at the 2018 Veeva Commercial & Medical Summit, North America.

Regards,