**Copy and paste the information below and share with your manager.**

**ChannelCon 2025 │ July 29-31, 2025 │ Nashville**

**Powered by the Global Technology Industry Association (GTIA)**

Dear [insert manager’s name],

I’d love to get your approval to attend ChannelCon 2025, taking place July 29-31, 2025 at the Gaylord Opryland Resort and Convention Center in Nashville. ChannelCon is the IT channel’s premier event and I feel it is worth attending this year. Here’s why:

* **MSP-specific educational track:** I’ll attend sessions about the latest sales and marketing tactics that will keep our customers (and our bottom line) happy. ChannelCon also offers tracks dedicated to cybersecurity and IT workforce strategies.
* **Expert speakers:** ChannelCon attracts the best and brightest thought leaders in the IT channel. I’ll have the opportunity to hear from people who do what we do and also people who offer a new, fresh perspective.
* **Networking with the best in the business:** ChannelCon has the best cross-section of my peers, including MSPs, solution providers, vendors, distributors and other industry experts. I’ll have a chance to make new connections.
* **Technology Vendor Fair:** In addition to meeting new people at ChannelCon, I’ll also learn about new solutions at the Technology Vendor Fair, with XXX vendors and distributors, there may be an opportunity to find a new (or better) partner.

ChannelCon is packed with value, but the single most important point is that the entire conference is vendor neutral. That means there aren’t any sales pitches from the stage. The time I spend at ChannelCon will be focused on learning new strategies, leveraging expert perspectives and networking with peers and partners. I’m confident I’ll come back to the team with actionable advice and immediate takeaways.

**Here's an estimated cost breakdown for me to attend:**

GTIA Member: $0 Registration is free for GTIA members

Technology Solution Provider Nonmember $450 before July 27

$599 onsite

Hotel $ [insert amount]

Other Travel Expenses $ [insert amount]

**Total $ [insert amount]**

The nonmember registration fee includes a one-year membership to GTIA!

Thank you for considering this!

[Your Name]