Subject: **Request to Attend: Ultimate Partner LIVE, May 1-2nd, Redmond, WA**

Dear [xx],

Are you looking to elevate our FY25 Microsoft strategy and achieve greater success?

I am excited to share that Ultimate Partner LIVE, a Microsoft-sponsored event, is taking place at Redmond Campus on May 1-2nd. This event is a MUST attend for us to align with Microsoft Executives and sales teams to activate Q4 FY25 priorities and beyond.

Why Attend?

* Engage with Microsoft’s FY25 Priorities and Beyond: Learn and align on strategic goals, including AI adoption & integration and CSP Expansion & SMB Enablement.
* Hands-On Workshops: Gain real-world guidance, frameworks, and best practices, delivered by award-winning advisors. Marketplace Activation and Co-sell enablement will be top priorities.
* Connect with Microsoft Executives and Field Team: Build valuable relationships and gain insights directly from key decision-makers.
* Expand Our Network: Connect with 250+ partner executives and a vast livestream audience, opening doors to new business opportunities.

Ultimate Partner LIVE is all about exclusive insights, personal connections, and real strategies for success. The industry’s premier business leaders, industry experts, and award-winning partners will converge to discuss how to achieve our greatest results working with Microsoft. Whether we're looking to make our mark as an early-stage partnership or drive scalable growth as seasoned experts, this event is crucial for our success.

**Justification for Travel and Expense Budget:**

Attending this event will provide us with the strategic alignment, practical tools, and networking opportunities necessary to enhance our Microsoft strategy and drive significant growth. The investment in travel and expenses will be outweighed by the value we gain from the insights, connections, and actionable strategies presented at the event.

I strongly believe that our participation in Ultimate Partner LIVE will be instrumental in achieving our FY25 goals and beyond. I look forward to discussing this further and hope to secure your approval to attend.

Best regards,

[xx]

*Ultimate Partner is an official Microsoft GPS recognized community and a top partnership voice.  Ultimate Guide to Partnering has built a reputation in the ecosystem community for featuring top executives, award-winning partners, and industry leaders on its platform. Ultimate Partner’s mission is to “Empower technology leaders to achieve their greatest results through successful partnering”.* [*Learn more*](https://theultimatepartner.com/events/)