Dear <Manager>,  
  
I'd like to attend the upcoming 2017 MidWest SAS Users Group (MWSUG) conference October 8th - 10th in St. Louis, Missouri. This conference is an education focused event and offers over 100 paper presentations from other users, pre-conference training workshops, hands-on workshops, and live demonstrations to enhance my SAS skills as well as opportunities to network with other SAS users. There is a demo and exhibit area where I can meet and learn from some of the best and most popular SAS authors and educators. In addition, staff from SAS Institute will be there to provide their unique expertise and insight.  
  
Conference Highlights:  
  
• ROI. MWSUG 2017 is a great opportunity for me to help our company get the most out of our SAS investment.  
• Professional development in a short amount of time. Two days offer ample opportunities to discover new ideas and make connections with peers.  
• Customizable agenda. MWSUG provides a mobile app where I can choose topics that are relevant to my role and skill level and automatically builds my schedule to maximize my time.  
• Affordable. Registration includes admittance to all paper presentations, sponsor booths and meals.  
  
I can apply what I learn to the following projects:  
  
• <List projects>  
  
You can learn more about the conference at www.mwsug.org. Thank you for your consideration.  
  
Regards,  
<Your Name>