Hi %%Boss\_Name%%,

I am writing to express my strong interest in attending the upcoming Game Developers Conference (GDC) on March 17-21. I believe this opportunity will significantly benefit both my professional development and our team’s objectives.

GDC is the leading B2B event dedicated to game development, and unlike other events, this will give me the opportunity to connect with leaders within the game industry all under one roof. My attendance will help us/me achieve [add objectives/learnings/initiatives].

**Why GDC is essential to attend:**

1. **Industry Insights:** GDC offers over 700 sessions that are game discipline focused with exclusive access to cutting-edge technologies, trends, and best practices. Attending would provide me with first-hand knowledge of where the industry is heading and how we can stay ahead.
2. **Skills Development:** There are workshops and talks by some of the brightest minds in the field. Sessions on [add game discipline(s) you’d like to highlight] will directly enhance my skill set, allowing me to bring fresh ideas and new efficiencies back to our projects.
3. **Networking Opportunities:** GDC gathers nearly 30,000 industry professionals, from independent developers to major players in the field. This is an opportunity for us to create valuable connections that could lead to future collaborations, partnerships, and growth opportunities for our company.
4. **New Tools and Technologies:** The expo floor is packed with over 300 exhibitors who are the forefront of technology that is essential to us maintaining our competitive edge. By exploring the show floor, it will give us the chance to see hands-on and (potentially) adopt new products that could streamline our process.
5. Reinvestment in Our Team: By attending GDC, I can share my key takeaways and trends with the team to ensure we’re all up to date on the latest developments in the industry.

Plus, if I purchase a pass by November 14 I can save up to $800, or we can save even more by booking as a team! See here for passes & prices.

Thank you for considering my request. I am more than happy to have further discussions on how attending GDC could align with our goals and elevate our work.

Best regards,

[Your Full Name]

[Your Position]