**Overview:**

HIMSS24 Europe is around the corner, and many people like you are seeking company sponsorship. This document contains a template letter that you can modify to communicate the value of attending, and clearly lay out the costs for your team. We’ve got you covered.

**How to Use This:**

Make a copy of this, then replace all the text in red. They’re placeholders, to help you add that personal touch that’ll convince your boss or board. Use the programme to pick out a few sessions that match your organisation’s goals, and edit everything as-needed to make it your own.

**Letter Copy:**

Dear [manager's name]:

I hope you’re doing well. I’m writing because the [HIMSS24 European Conference & Exhibition](https://www.himss.org/event-himss-europe) takes place in Rome from 29-31 May, and I think our organisation would get real value from attending. I’ll outline the benefits, and what I’d need to attend:

For background, this HIMSS flagship event is the Europe’s leading digital health conference. With expert-led sessions, it’s a chance for health tech leaders to network, share ideas, discuss real-world data and build partnerships. Attendees include CIOs and senior executives, health providers and payers, C-Suite tech leaders and entrepreneurs, and government officials.

I’m excited about the value this event would have for our team at [organisation name], and I have identified the following sessions that cover key topics applicable to my role:

• < Topic 1 and how it will benefit you, your department and your facility >

• < Topic 2 and how it will benefit you, your department and your facility >

• < Topic 3 and how it will benefit you, your department and your facility >

By attending, we'll be able to tap into insights from our industry’s leaders, identify best practices, and capitalize on the latest trends and techniques in digital health. We’ll have a broader view of the digital health landscape, and strategies that’ll help our programs drive change faster.

In order to attend the conference and bring this value back to our team, I am seeking sponsorship of < total amount you need > for the following expenses:

* + [Registration](https://login.himss.org/login?state=hKFo2SB0TEl2Nm5qMTRxSXFyMzhGUDBGNW1CdHV1bE5BZXNRY6FupWxvZ2luo3RpZNkgVFlWVWJrX1lqQTZhb2RCSVpsbFlsOEc4SERjYzJHaTCjY2lk2SB5Njkwd3g0TVpYckdrOFAxYTd3alNjMk01bGd0bXJKUQ&client=y690wx4MZXrGk8P1a7wjSc2M5lgtmrJQ&protocol=oauth2&response_type=code&scope=openid%20profile%20email&b=acatt&redirect_uri=https%3A%2F%2Fwww.compusystems.com%2Fservlet%2Far%3Fevt_uid%3D200): <€xxxx>
	+ Round-trip Airfare: <€xxxx>
	+ Ground Transportation: <€xxxx>
	+ Hotel: <€xxxx>
	+ Meals: <€xxxx>

Please let me know if there’s any additional information I can provide here—I’m really excited about this.

Thank you

[Your Name]