

RE: Attending ATPCO's Elevate 2026 event

Dear _____,

I would like to attend ATPCO's premier event for airline innovators, thought leaders, and stakeholders, [Elevate](#), on 20-22 April 2026 in Atlanta, Georgia. Attendance at this conference will enable me to participate in several educational sessions that are directly applicable to my work and will allow me to expand my knowledge base, learn best practices, and network with a variety of industry experts and peers from around the world in a single trip.

ATPCO has been hosting this annual event for 20+ years and consistently provides opportunities that can't be had elsewhere. Their expertise and that of their guest speakers will help me better understand the issues affecting the global travel industry, particularly the transformation to offers and orders and modern airline retailing.

The Elevate conference provides dozens of well-known speakers, over 24 hours of content, and a wide range of networking opportunities. Participating in this conference will help me

- Bring back new perspectives, ideas, knowledge, and techniques applicable to my team's work and our company
- Build connections and learn from 350+ industry professionals from 120+ companies, 40% of whom are director-level and above
- Gain valuable hands-on experience and insights from product-focused workshops related to common issues we're dealing with

These are some of the key topics we'll discuss:

- The state of dynamic offers and the transformation to offers and orders
- The data the industry needs to compete
- The tools you may be missing
- How industry collaboration creates opportunities for everyone

Thank you in advance for your consideration, and please let me know if you would like additional information about Elevate.

Looking forward to your reply,