Dear NAME,

I’m writing to request your approval to attend the [**Xylem Reach**](https://xylemreach.com/) conference in **San Deigo, California on November 2-5 2025**. For the past 15 years, the Reach conference has provided utilities across North America with networking, hands-on training and insights on top trends in the energy and water industries. This year, organizers expect hundreds of utility professionals from Operations, IT, Customer Service, and Executive Leadership to attend the conference.

Reach has a robust agenda this year, which includes sessions on the following:

* New technology and trends in the utility industry
* Electric, Gas, and Water Metrology Roadmaps
* AMI Fundamentals (FlexNet 101, FlexNet 201, FlexNet 301)
	+ Best practices for utilizing existing AMI software including FieldLogic, RNI, Sensus Analytics, Xylem Data Lake
	+ Next-generation AMI software and Xylem Vue to take your utility to the next level
	+ Hands-on learning labs for teardown and configuration of key products, including ally, OMNI+, Stratus IQ+, Base Stations and more!

In addition to the robust peer-to-peer learning made possible by networking with hundreds of other utilities, the conference offers more than 85 sessions and hands-on training classes. Reach provides an excellent opportunity for me to maximize return on investment on our solutions as well as talk with other public service providers about how they are solving challenges like reducing operating costs, meeting sustainability goals and migrating to/or maintaining their AMI systems.

**In addition to networking at meals, I plan to attend sessions on [insert 3-4 key topics you are hoping to learn more about. Examples: meter maintenance, cybersecurity, AMI deployment, etc.]**

**Following is the investment required to enable me to attend Reach:**

* Conference Fee: Attending in person costs $850 if I register before June 30.
* Meals: Breakfast and lunch are provided daily, and hors d’oeuvres are provided during networking events and receptions.
* Lodging: The special event rate is $279/night at the Sheraton San Diego Hotel & Marina
* Transportation/Airfare: Approximately $

After the event, I will present a summary of what I learned to the team and share any connections I make with other utilities. I’d appreciate your approval so that I can register early and minimize travel costs.

Thank you,

*Name*