



January 22-23, 2020  
Fort Lauderdale, FL, USA

Dear [first name]

I would like to attend the **Applied Data Visualization Healthcare 2020** conference scheduled for January 22–23, 2020 in Fort Lauderdale, FL.

This event, as you may have heard, is the first national gathering of the data visualization community across both provider and payer organizations – and offers a very practical hands-on focus.

This event offers the opportunity to rethink business intelligence and how big data can empower clinical, operational and population health teams to deliver better, critical decisions through high-impact visualizations.

18 speakers at the forefront of this field will be sharing case studies with demonstrable results; other sessions will benchmark best practice approaches to data management, internal buy-in and collaboration, visualization design, project prioritization and much more.

The total estimated cost for my attendance is \$2,500. I hope you will approve this investment in advancing our approach to data visualization and how we can better inform critical decisions across the organization.

By attending, I am serving as an ambassador for our organization. I will provide a post-conference summary and can debrief our team on what I learned.

At **Applied Data Visualization Healthcare 2020** I will have a unique opportunity to learn from and meet innovators specifically in the healthcare field, which other conferences don't offer. You can learn more about the conference at [www.data-visualiation-healthcare.com](http://www.data-visualiation-healthcare.com) Thank you for your consideration. I look forward to your reply.

Sincerely,  
[Your Name Here]