**To:** [Insert Manager’s Name]  
**From:** [Insert Your Name]  
**RE:** Request to Attend IBC2025 – Maximise Learning & Networking at No Cost

Dear [Manager’s Name],

I’m writing to request approval to attend **IBC2025**, taking place from **12–15 September at the RAI Amsterdam**. IBC is one of the most influential events for media, entertainment, and technology professionals worldwide. What makes this event particularly attractive is the **free registration** and the **wealth of no-cost learning and networking opportunities** available throughout the show.

**Why IBC2025?**

Attending IBC gives us direct access to:

* **FREE exhibition access**, featuring 1,000+ leading global media tech suppliers, from major brands to innovative start-ups.
* **FREE showfloor content** including live demonstrations, panel discussions, and tech sessions at the **IBC Future Tech hub, IBC Showcase Theatre** and **Content Everywhere Stage**, **Accelerator Innovation Zone** and so much more.
* **Invaluable networking opportunities** with thousands of industry peers, potential partners, and suppliers.
* A first-hand look at cutting-edge tools, platforms, and solutions we could explore for upcoming projects - without committing to demo meetings or paid events.

**Strategic Benefits**

Attending IBC will support our ongoing goals to:

* [Insert relevant project or initiative, e.g., “Explore new cloud-based production workflows”]
* [Insert relevant project or initiative, e.g., “Identify cost-effective video streaming solutions”]
* [Insert relevant project or initiative, e.g., “Build industry partnerships and stay ahead of content trends”]

**Cost Efficiency**

This is a **low-cost, high-value** opportunity. Here's an estimated breakdown of potential expenses:

* **Registration:** **FREE** Visitor Pass
* **Flights:** [Insert estimate] IBC offer attendees attractive discounts of up to **10%\* on a wide range of public airfares** on Air France & KLM flights(see [Travel Info](https://show.ibc.org/travel))
* **Accommodation:** Starting from €145/night (IBC offers **exclusive hotel rates** via RAI Hotel Services – see [Accommodation Info](https://show.ibc.org/accommodation))
* **Transport:** IBC provides helpful guidance and on flights, trains, and public transit options and **a FREE pass for the city’s GVB public transport lines** (see [Travel Info](https://show.ibc.org/travel))
* **Meals:** [Insert estimate, if needed – many networking events also include refreshments]

I will make every effort to keep costs low by using IBC’s offered discounts and recommended travel and accommodation partners.

**Summary**

Attending IBC will allow me to bring back fresh insights, supplier contacts, and technology updates that can inform strategic decisions and optimise our current operations at minimal cost. I’d be happy to share key takeaways with the wider team following the event.

Thank you for considering this request. I look forward to your approval.

Best regards,  
[Insert Your Name]