Dear <Insert Manager’s Name>,

I’m writing to request your approval to attend [swampUP 2023](https://swampup.jfrog.com/), JFrog’s annual DevOps and DevSecOps conference taking place September 13th in San Jose, CA. In conjunction with the full day conference, [JFrog Academy Training Day](https://training-day.jfrog.com/) will be held the day before on September 12th.

The goal would be to be able to learn the latest best practices from leading companies like Fidelity, eBay, CapitalOne, and Netflix and tools they have implemented to scale and overcome their DevOps and DevSecOps challenges. This would be a great opportunity to leverage our investment in JFrog.

**Here are a few other reasons I really want to attend:**

* Sharpen my skill sets and expand my knowledge on how we can defend against software supply chain attacks
* Learn about upcoming compliance and regulation for our industry to we can implement better end-to-end security automation, and audits
* Implement processes that help us produce well secured software and avoid compromise on open-source code
* swampUP registrants get access to:
  + Complimentary takeaway deck with valuable key learnings from the conference
  + Post-conference private, internal training available for our team
  + Private JFrog hosted security workshop for your team

Attending swampUP can help us maximize our JFrog ROI. Session speakers will touch on how they’re getting up to 393% return! Past attendees said their business and technical improvements outweighed the cost of going to swampUP.

**Here are the estimated costs:**

Training + swampUP Pass: $700

Lodging: $299/night [JFrog room block](https://www.hilton.com/en/book/reservation/rooms/?ctyhocn=SJCSMSA&arrivalDate=2023-09-09&departureDate=2023-09-14&groupCode=JFROG&room1NumAdults=1&cid=OM%2CWW%2CHILTONLINK%2CEN%2CDirectLink&bm-verify=AAQAAAAH_____6lfrK-fTQqnQNe8DtZPq2nBNkWHHySD44gTWP_moGnmvBBhTLdJF4C-yN4umJ248vgKN87CE27fulhaeNokd_0fPAbz83PdSfeN97UBte7eL8Ajc8u9ExB6TgbBpWxGrquZMZx3iYFYAC3NsryKJR-rNC4-X5dYZQl6GGmfmIsynZwsNRFsUsv705fvJpRINwWAgtPFtx6i0vrb-9FeWym_hP0Kz6TO_YiiFpuAwjE7pP1FyLIvMdi8jg_4o4i4sbdXNxHtfwN-q8KruM5aVWHfiH0hSjUXsdf2H_4c5zk7oNIKf04IJTQHrgqwr-d5_zSlmsaUXSCPb8nvgPx3RmOJU7T4TVU6FaCkURJr5m1O-fgFD2_wgcRUcp7kn-t0c6k7_CidcGpQkc0zCYTFto0OLJK8y8qxAyyn7w7GQCNfLYmRM9ilSAJoDbRQmclb4I5t7m2mlapCoXia8ua31ZVTiJ6dLdxfl063lq_rYLhKw9L0CtVZ5VxMKMTXcW0ociZgIf9i)

The earlier I register, the lower the cost will be. In a tight market, you need to innovate, discover new processes, consolidate on tools, and find best practices to win. I know we’ll quickly recoup the investment you’ll be making by approving this request.

Thank you for your time and consideration.

Best Regards,

<Your Name>