Dear [Boss’ name],

I would like to attend **Black Hat MEA** in Riyadh on November 15-17 to help support me in achieving my [targets: performance/lead gen/pipeline/network/key learnings].

This event is the most influential gathering of cybersecurity and infosec industry leaders in the region and will allow me to access a large audience of decision makers in one venue. Here’s the current list of [attending companies.](https://blackhatmea.com/exhibitors)   
  
The stats:

* Largest cybersecurity event **globally** in 2021­
* **85%** of visitors were **very satisfied** with the 2021 edition
* **86%** of exhibitors stated the event is **significantly important** to their business
* **88%** of visitors would **recommend** the conference to their colleagues

Black Hat MEA is the home to the most critical, real-life connections and conversations in the cybersecurity and infosec space. By attending I can help us to:

* **Stay ahead of the curve in a rapidly evolving sector**
* **Generate leads through 3 days of face-to-face networking**
* **Establish a presence in the critical market of Saudi Arabia**

**The visitor’s passes are FREE and they offer discounted rates for group** [**training sessions**](https://blackhatmea.com/trainings-list) **with Black Hat certified trainers.** Plus, they have partnered with [**HotelMap**](https://aemforms.informaexhibitions.com/hack/en/hack-hotelmap.html) to secure exclusive deals with hotel providers within proximity to the exhibition centre.

After attending, I will present my learnings with my colleagues and help to implement best practices. I will also share the relevant contacts and leads I secure through my networking efforts.

Thank you for considering my request. I look forward to your reply.

Best regards,

[Your Name]