

FUTURE

Dear [\[insert manager/decision maker's name here\]](#),

I'd like to request approval to attend AppFolio's [FUTURE](#) conference in San Diego, CA October 13-15, 2025. Attending this event will give me the opportunity to participate in informative sessions led by industry leaders, explore new solutions and partners to elevate our business, and get access to valuable in-person training opportunities. I see it as a high-impact opportunity for both my professional development and our broader business goals.

Additional benefits of attending FUTURE include:

- A first look at some of the game-changing innovations and AI capabilities shaping real estate
- Over 45 insightful speaker sessions and 90+ thought leaders
- Exploring portfolio growth with emerging opportunities, learnings, and new capabilities designed for larger, more complex portfolios
- Exclusive insights from AppFolio executive on current and future product capabilities
- Connections with over 2,000 industry peers that allow me to share best practices, exchange ideas, and bring back proven strategies

What I find most exciting about FUTURE is its focus on driving real business outcomes, such as reducing inefficiencies, improving performance, and adapting to what's happening in the market. In return, I know I'll be equipped with practical insights to help us achieve greater efficiency while making the most out of AppFolio's technology.

I will use the attached ROI worksheets to note the valuable takeaways of each session, document connections made with peers, and list how learnings from the session can positively impact our business.

Estimated attendance costs are as follows:

Registration

Early bird registration (through July 31, 2025): \$985

Standard registration: \$1,095

Hotel

Marriott Marquis San Diego Marina: \$335 per night

Other nearby hotel options: \$239 per night

Travel

[insert estimated flight cost or [mileage reimbursement](#)]

TOTAL: [insert total cost here]

Thank you for considering my request to attend FUTURE. More information can be found at <https://www.futureconference.com/>.

Best,

[insert your name here]

Session Worksheets

Use these worksheets to take notes during each session to record key information, items to follow-up on, and how it might impact your business. Copy and paste additional sections for each session.

Title:
Presenter:
Summary:
Key takeaways:
Action items:
Application to the business:

Professional Connections

Use these worksheets to take notes after you connect with peers so you can record discussion topics, action items, and the impact on your business.

Name:
Contact information:
Summary:
Key takeaways:
Action items:
Application to the business: