Business Justification Letter

Subject: Request to Attend Authenticate Conference 2024

Dear [Decision Maker Name],

I would like to request approval to attend Authenticate 2024, taking place October 14-16, 2024 in Carlsbad, California, just North of San Diego. Authenticate offers three days of education on all aspects of user authentication – including a focus on FIDO-based sign-ins with passkeys. Authenticate is the only conference dedicated to user authentication, and attending will help further my knowledge and technical skills on this topic and how we can leverage new technologies to enable simpler and stronger authentication within our organization and increase its overall security posture.

Authenticate offers educational sessions presented by leading industry speakers, including detailed case studies, technical tutorials, developer workshops and expert panels — all helping educate attendees on business drivers, technical considerations and overall best practices for deploying modern authentication systems. It covers a number of critical security issues and emerging concepts facing our organization.

Authenticate 2023 is available to attend in-person for the cost of [INSERT APPROPRIATE COST FROM TABLE IN APPENDIX 1] plus travel expenses and provide these benefits:

* Three days of educational sessions. This year’s program includes session presentations touching on several important topics for us, including several case studies on how major companies have deployed new modern authentication systems within their enterprises and to their customers.
* Opportunities to understand the latest identity and authentication trends, including passkeys, from industry leaders and guest speakers as well as learn firsthand about actual experiences from seasoned practitioners.
* Networking events that will allow me to raise our profile and develop relationships and contacts with experts, vendors and peers.
* An expo hall where I can access vendors in the identity and authentication space and see product demos with companies who offer technologies that might benefit our organization.

When Authenticate 2024 concludes, I will compile a short presentation covering speakers’ presentation notes, useful vendor product information, networking discussions had, and a proposal for implementing new ideas that will benefit our team.

To benefit from early bird pricing, I need to register by September 9, so I appreciate a quick response. Thank you for your consideration.

**Appendix 1**

Select one of the following and insert it above to identify the appropriate pricing.

*For FIDO Alliance members (not sure if you’re a member?* [*Check here!*](https://fidoalliance.org/members/)*)*

Authenticate 2024 is available to attend in-person for the cost of $1,100 ($850 early bird) plus travel expenses.

*For non-members*

Authenticate 2024 is available to attend in-person for the cost of $1,575 ($1,150 early bird) plus travel expenses.

*For members and non-members, single day pass only*

Authenticate 2024 is available to attend in-person for the cost of [$450 for members / $600 for non-members] for a one-day pass, plus travel expenses.