**SAMPLE LETTER**

Dear [Manager],

I’m requesting approval to attend **[show name]**, in Anaheim, CA on February 11 ­– 13, 2020. Part of North America’s largest advanced design and manufacturing event, this trade show and conference brings together 20,000 industry professionals for three days of industry immersion.

In addition to meeting 1,900+ exhibitors with solutions that complement our unique needs, I will have access to hours of expert-led sessions at the conference and expo.

Here are a few ways my attendance will help the team:

* **Competitive research** — I’ll be directly exposed to professionals from other leading companies. This is a chance to see our competition up close and stay ahead.
* **Comprehensive education** — I’ll get expert insights on the trends and developments happening now via panels, case studies, live demos, and workshops.
* **Supplier analysis** — I will evaluate exhibitors to find the best fit for solving our current challenges and inspiring new methods for our projects.
* **Quick & effective networking** — With 20,000 attendees and 1,900+ suppliers together at one show, I’ll reach a lot of people quickly, forging new relationships for our company.

The expenses I’d incur would be ***[insert based on worksheet entries].***

Please let me know if you need any additional information to help make your decision. Thank you for considering my proposal.

Sincerely,

[your name]