**SAMPLE LETTER**

Dear [Manager],

I’m requesting approval to attend \_\_\_\_\_\_\_\_\_\_\_\_\_, part of the east coast’s leading advanced design and manufacturing event in New York City on June 11 ­– 13, 2019. This event features the region’s biggest showcase of companies covering medical technology, design engineering, automation technology, plastics, packaging, quality, and more.

In addition to connecting with 550+ exhibitors, a complimentary expo pass will give me access to hours of free education covering medtech, smart manufacturing, 3D printing, and packaging, plus a chance to network with individuals and companies who can provide solutions catered to our unique needs.

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

* **Competitive research** — I’ll be directly exposed to key players 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, presentations, 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 8,000+ attendees and 500+ suppliers together at one expo, 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]