**SAMPLE LETTER**

Dear [Manager],

I’d like to request approval to attend \_\_\_\_\_\_\_\_\_\_\_\_\_, part of the Midwest’s largest advanced design and manufacturing event, held October 23 and October 24, 2019.

The event features the region’s biggest showcase of people and companies that can provide solutions for our needs. These suppliers cover medical technology, design engineering, automation technology, plastics, packaging, embedded systems, and more.

Education on cutting-edge advances in these fields is another benefit of the event. Its hours of product demonstrations, case studies, panel discussions, and presentations offer a rare opportunity to enrich my professional development. When I return, I can pass on the knowledge and skills that I gain from these sessions to benefit our team and the company overall.

Here are a few other ways my attendance will help the company:

* **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 learn new ways to stay ahead in 2018.
* **Comprehensive education** — The free education offers insights on the trends and developments happening now. I will gladly present a full report to the department when I return.
* **Solutions analysis** — I will evaluate solutions providers to solve our current challenges and inspire new methods for our future projects.
* **Effective networking** — With 5,000+ industry attendees and 500+ top-level suppliers, I’ll reach a lot of people quickly, forging new relationships for our company.

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

I believe attending \_\_\_\_\_\_\_\_\_\_ would be a valuable experience and would greatly benefit our team. Please let me know if you need any additional information to help make your decision.

Thank you for considering this proposal.

Sincerely,

[My name]