**SAMPLE LETTER**

Dear [Manager],

I’m requesting approval to attend \_\_\_\_\_\_\_\_\_\_\_\_\_, part of the Midwest’s largest advanced design and manufacturing event in Minneapolis October 28–29, 2020.

The five-in-one trade show event features the region’s largest showcase of suppliers that can provide solutions for our unique needs—covering medical technology, product design, automation technology, plastics, and packaging.

Plus, in addition to free education at the expo, the conference offers hours of product demonstrations, case studies, panel discussions, and presentations, giving me a new perspective and skills to implement into current projects.

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.
* **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.

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

Please let me know if you need any additional information and thank you for considering my proposal.

Sincerely,

[your name]