**SAMPLE LETTER**

Dear [Manager],

I’m requesting approval to attend Advanced Design & Manufacturing Expo Montréal, one of the region’s largest and most comprehensive industry events, on October 7–8, 2020.

In addition to connecting with 250+ exhibitors, a complimentary expo pass will give me access to hours of free education, plus a chance to network with individuals and companies with solutions for 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.
* **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 4,600+ attendees and 250+ 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 and thank you for considering my proposal.

Sincerely,

[your name]