



## Request for approval: This is an example. Customize your own.

Date:

Dear <Manager's name>,

As you know, the LightFair 2020 Trade Show and Conference is coming up in May. I have been doing some research and I think attending this event would be a fantastic learning opportunity for me with strong ROI for our company.

### Here's why LightFair caught my attention this year.

1. **They have an exclusive conference *session/ track* focused on <Insert track/course name>.** These courses are going to be taught by speakers like <Speaker name 1, name 2, name 3>, who are the top experts in the field representing firms like <company 1,2,3>. I believe with these live, in-person training sessions I will get more clarity around <topic 1, topic 2> and this will help with our <upcoming / ongoing project or process>. I can bring back what I learn at the conference and train the rest of the team here. It's a great value at \$XXX, but even lower if I register by March 2—only \$XXX.

2. **Also, there are some promising exhibitors with very interesting, new products.** I can't wait to check out some of the latest solutions to <insert your company's project or industry requirement here> from <manufacturer 1,2, 3>. While I'm there, I'll be able to talk to the manufacturers, have my questions clarified, compare similar products from different manufacturers, understand trends and how they might impact us. All this for no extra cost because the exhibit hall pass is included with the conference!

3. **I am also looking forward to connecting with some of the speakers and other professionals** there and exploring ways to pool knowledge and collaborate. If we want to set <your company name> apart as thought leaders and plan for future readiness, it's important that we build relevant industry connections and LightFair is the perfect platform for that.

Along with travel to and from Las Vegas and hotel, my total cost to attend comes to \$XXX. *(Remember to Include the cost calculation sheet and attendance-value worksheet from the Justify LightFair Attendance pdf.)*

I believe that the one-time cost is indeed an investment with long-term value. I am confident that the learning I bring back will immensely benefit the team and company.

### What happens in Vegas will make me better at my job and a more valuable employee.

Thank you for considering my request. I look forward to discussing further in person and answering any questions you may have.

Thank you.

**(Cost and Worksheets attached)**