*Thank you for considering making Reliable Plant Conference & Exhibition a part of your 2016 plans. We are so glad you recognize the benefits of educating yourself, networking and exploring your industry at events like ours.*

*We want to make your preparations as convenient as possible, so we’ve written this form letter to help you justify conference and travel expenses to your supervisor(s). Areas in red are for you to customize.*

Dear [Name],

I’m writing to request approval to attend *Reliable Plant Conference & Exhibition* April 5-7, 2016, in Louisville, Kentucky. Based on the session topics and companies planning to sponsor or exhibit at Reliable Plant, I think what I learn will directly help with [insert relevant company priorities here].

For example, my time at conference will include:

* More than 90 learning sessions and end-user case studies
* ICML onsite certification opportunities
* 20+ hours to interact with exhibitors such as Air Sentry, ATS Electro-lube, Analysts, Inc., Emerson Process Management, Fluitec, HY-PRO Filtration, Lubrication Engineers, MP Filtri, Noria Corporation, Oil Filtration Systems, Pall Corporation, Royal, Shell Lubricants and Society for Maintenance & Reliability Professionals (SMRP)
* 25+ hours to network with fellow conference participants
* Unlimited exposure to emerging technologies, trends and processes designed to generate immediate, bottom-line cost savings

The full conference price for an individual is $1,295 but:

**Option A:** can be reduced by $400, if I register by January 19, 2016

**Option B:** can be reduced by $600 if we register a group of 3 or more by January 19, 2016

**Option C:**  can be reduced by $700, if we register a group of 10 or more by January 19, 2016

RELIABLE PLANT registration includes: conference attendance, all learning sessions including opening keynote, conference proceedings in CD-ROM format, exhibit hall access, daily continental breakfasts, lunches in the exhibit hall (Tues.-Wed.), meet and greet opening reception on Tues., a networking reception, and a $1,295 coupon for me or another [company name] employee to receive a Noria training any time in the next year.

My estimated conference costs are:

Airfare: $ [xxx]
Transportation: $ [xxx]
Hotel @ $169 per night: $ [xxx]
Meals: $ [xxx]

*(Breakfast and lunch included in conference fee)*Conference Fee: $ [xxx] – based on Option A, B, or C above
Pre-and/or

**TOTAL: $ [xxxx]**

There will be several “how-to” presentations on cost-cutting strategies and technologies already benefitting our peers. I’ll learn ways we can expand our capabilities without requiring a lot of resources. Specific cost-cutting sessions that I’m interested in include: [List Top 3 Sessions Here].

I also noticed several vendors on the exhibitor list that I’d like to vet for possible future use. I plan to meet with [Vendor A, Vendor B, Vendor C] to get some good information to bring back.

Given all the networking opportunities, I anticipate meeting other attendees working on the same priorities and hopefully building some new business relationships as a result. This event has great case study presentations on topics relevant to the industry, but also topics that specifically address our priorities, including: [Topic A, Topic B, Topic C].

I feel other staff members here will benefit from my attendance through the recommendations and action items I’ll have when I return, and they’ll have the option of watching especially helpful presentations on the conference CD I bring back. Whatever valuable information I gain, the team will gain as well.

Please accept this proposal to attend Reliable Plant 2016 – I’m confident that we will receive a significant return on our investment.

Thank you for your consideration.

[Your standard close]