**Letter to Manager**

<**Date**>  
Dear <**supervisor's name**>,  
  
I would like to attend the 2017 *ASI Show* in <**city name**>, <**dates**>. Attending the *ASI Show* will enable me to see the newest products up close and in person that we have been considering for our clients, plus new product discoveries we may not be aware of yet. **In fact, 89% of attendees from our 2016 show season found new products they were not aware of prior to attending.** This in turn will allow me to be a better partner to our clients and sell more to increase our profits.

After reviewing the *Show* schedule, I have identified a number of suppliers that will be exhibiting at the *ASI Show* whom we already work with or could forge valuable relationships with to grow our business, like <**insert supplier names here** >. Each supplier will be showcasing their latest products, and this will give me the opportunity to learn valuable tips on the best way to position these items and break into new markets. Plus, with daily networking activities, I’ll discuss challenges I face with other sales professionals and walk away with valuable advice and solutions.

<**You will need to insert your travel cost numbers here**>  
Here is the breakdown of conference costs:  
Roundtrip Airfare: <**$xxxx**>  
Transportation: <**$xxxx**>  
Hotel: <**$xxxx**>  
Meals: <**$xxxx**>  
Networking Events: <**$xxxx**>  
Exhibit Fee: $199

The total costs associated with attending the *ASI Show* are: <$**xxxx**>.

While at the show, I’ll also be introduced to ASI membership – the tools and services they offer to grow our business and the many benefits available to us, including insider industry information, business tools, world-class education and cost-saving benefits at the *ASI Show.* In fact, if we become an ASI member today, I can attend exhibits AND a full day of industry education for free, get a hotel room reimbursement on the first night of exhibits and discounted ticket prices for the *ASI Show* Bash, bringing the cost down to <$**xxxx**>. For more information on becoming an ASI member, visit www.asicentral.com/membership.

Nothing will replace the value of having face-to-face conversations with suppliers, seeing the newest products up close and personal and learning the latest selling and marketing techniques from successful industry professionals. This will allow me to develop better contacts and gain knowledge in specific areas of <**your area of expertise**>, making my attendance at the *ASI Show* is a wise investment, which will yield rich dividends for <**name of your organization**>.   
  
Sincerely,

<**your name here**>