<**Date**>  
Dear <**supervisor's name**>,  
  
I would like to attend the *ASI Show* in <**city name**>, <**dates**>. Attending the *ASI Show* will enable me to see the newest products that we have been considering for our clients up close and in person, plus new product discoveries we may not be aware of yet. **In fact, 94% of attendees found products and services to meet their clients’ needs.** This in turn will allow me to be a better partner to our clients and sell more to increase our profits. In addition, I’ll have the opportunity to join in a number of free education sessions that are directly applicable to my work and will allow me to network with a variety of industry experts, suppliers and colleagues from around the world.

After reviewing the show schedule, I have identified a number of education sessions which will allow me to gain knowledge and understanding on <**Insert your primary function here i.e. marketing, sales, customer retention, etc.**> and give information on how to <**insert benefits/lessons here, for example: increase sales, drive customers to our website, and increase awareness by using new social media** >.The presentations are facilitated by industry experts who have faced similar challenges. In addition, 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** >. And, since we are already an ASI member, I can attend all education sessions and walk the show floor for free.

By registering early, I can benefit from a number of discounts, like special rates at ASI host hotels (including a hotel room reimbursement for the first night of exhibits) and discounted ticket prices for the Promo Party.

<**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**>  
Education Fee: FREE  
Exhibit Fee: FREE

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

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**>