**SAMPLE LETTER: EXPO**

Dear [Manager],

I’m writing to request approval to attend **The Battery Show** and the **Electric & Hybrid Vehicle Technology Expo**, held September 10 – 12, 2019, at Suburban Collection Showplace, in Novi, Michigan.

The Battery Show is the largest and most comprehensive trade event for the advanced battery manufacturing industry in North America, and Electric & Hybrid Vehicle Technology Expo is the only large-scale trade show exclusively dedicated to the drive train and power system in EVs and HEVs. Combined, they’re a one-of-a-kind event for battery manufacturing and vehicle electrification professionals.

The free expo pass will give me access to hours of insights on things like new methods of advanced battery design and manufacturing, as well as advancements in EVH design, charging, and infrastructure advancements through educational keynotes, panels, workshops, and networking events.

I’ll connect with individuals and companies who can provide solutions catered to our unique needs — a rare opportunity to enrich not only my professional development but to benefit the company overall.

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 and learn even more ways to stay ahead in 2019.
* **Comprehensive Education** – The free presentations offer direct insights on the latest trends and developments happening now. I will gladly present a full report to the department when I return.
* **Solutions Analysis** – I will evaluate solution providers to solve our current challenges and inspire new methods for our future projects.
* **Effective Networking** – With 8,000+ industry attendees and 400 top-level suppliers, I’ll reach a lot of people quickly, forging new relationships for our company.

Attending the expo is free. The only expenses I’d incur would be ***[insert based on worksheet entries].***

I believe attending **The Battery Show** and the **Electric & Hybrid Vehicle Technology Expo** would be a valuable experience that would greatly benefit our team. Please let me know if you need any additional information to help make your decision.

Thank you for considering this proposal.

Sincerely,