Dear **<Insert Manager’s Name>,**

I would like your approval to attend the 2017 Customer Summit, POLARIS Laboratories® third annual conference and the event of the year for fluid analysis professionals. It is taking place November 1-3, 2017 in Indianapolis, Indiana.

Here are seven quick reasons I think it would be great for our company to have me attend:

1. A chance to connect with attendees from 50+ maintenance companies to discuss the value of a quality fluid analysis program.
2. Training sessions designed to help technicians, supervisors and company management maximize maintenance productivity.
3. Informative sessions to help us improve our maintenance program and establish standard operating procedures.
4. Insights on the latest technology – with a focus on eliminating human error through automation.
5. Actionable sessions by speakers who have experience in the field and have faced the same maintenance challenges we struggle with day-to-day.
6. The chance to network with peers at lunches, events and breaks to learn how they have simplified their processes to find effective solutions!
7. Connect with vendors to learn what innovative solutions are available for our team.

I’ve broken down the approximate cost of my attendance at the 2017 Customer Summit from Wednesday to Friday, November 1-3 below:

Airfare: $350 **(Dependent on location)**  
Hotel: $440   
Conference: $399

**Total: $1,189**

Following my return from the 2017 Customer Summit, I will share key takeaways, including those that we can implement immediately to maximize our program and impact our bottom line. I know we’ll quickly recover the investment.

Thank you for your consideration of this request. POLARIS Laboratories® has negotiated a discounted rate at the Omni Severin Hotel, starting at $184/night, if I book my hotel early. Therefore, I appreciate your immediate attention to my request.

Regards,