Dear **<Insert Manager’s Name>,**

I would like your approval to attend the 2018 Customer Summit, POLARIS Laboratories® fourth-annual conference and the event of the year for fluid analysis professionals. This year, the conference takes place November 5-7, 2017 in Indianapolis, Indiana.

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

1. A chance for me to connect with 100+ professionals from more than 60 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. Insights on the latest technology solutions – with a focus on eliminating human error through automation.
4. Informative sessions to help us improve our maintenance program and establish successful standard operating procedures.
5. Actionable learning sessions presented by experienced industry leaders who can provide solutions to some of the same maintenance challenges we face every 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 to their maintenance issues.
7. Connect with vendors to learn what innovative solutions are available that can help our team.

I’ve broken down the approximate cost of my attendance at the 2018 Customer Summit from Monday to Wednesday, November 5-7 below:

Airfare: $350 **(Dependent on location)**  
Hotel: $445  
Conference: $399 **($299 before July 31)**

**Total: $1,189**

Following my return from the 2018 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 Alexander Hotel, starting at $184/night, if I book my hotel early. Therefore, I appreciate your immediate attention to my request.

Regards,