Dear **<Insert Manager’s Name>,**

I would like your approval to attend **Unlock Reliability**, POLARIS Laboratories® fifth-annual conference. The conference takes place November 18-20, 2019 in Indianapolis, Indiana.

Here are five reasons I think it would be beneficial for our company if I attended the conference:

1. To connect with 100+ industry professionals from more than 60 companies to discuss the value of a quality fluid analysis program.
2. Learning sessions designed to help technicians, supervisors and company management maximize maintenance productivity.
3. Insights on unlocking our potential to eliminate human error through technology solutions and automation.
4. Interactive workshops presented by experienced POLARIS Laboratories® experts so we can get the most out of our fluid analysis.
5. I will be able to participate in a one-on-one meeting with our account representatives to benchmark our performance and determine how to best maximize our compliance, actions taken and overall return on investment.

I’ve broken down the approximate cost of my attendance at the 2019 Customer Summit from Monday to Wednesday, November 18-20 below:

Airfare: $350 **(Dependent on location)**  
Hotel: $370  
Conference: $399 **($299 before June 1)**

**Total: $1,189**

Following my return from the 2019 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 so we can get the best deal on this conference.

Regards,