Dear **<Insert Manager’s Name>,**

I would like your approval to attend **Road to Reliability**, a maintenance and reliability conference hosted by POLARIS Laboratories®. The conference takes place October 4-6 in Indianapolis, Indiana.

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

1. I can connect with 100+ industry professionals from more than 60 companies to discuss the value of a quality fluid analysis program.
2. Attend learning sessions designed to help technicians, supervisors and company management maximize maintenance reliability.
3. Gain knowledge and insights to help our company achieve optimum reliability through technology solutions and data automation.
4. Learn from interactive workshops presented by experienced experts so we can get the most out of our fluid analysis and tie it to our overall equipment reliability.
5. I will have the option to participate in a one-on-one meeting with our account manager and POLARIS Laboratories® consultants to benchmark our performance and determine how to best maximize our compliance, actions taken and overall return on investment.

This year, POLARIS Laboratories® has provided a packaged conference + my 2-night hotel stay into one all-inclusive price. I’ve broken down the approximate cost of my attendance at the 2021 Customer Summit from Monday, October 4 to Wednesday, October 6, below:

Airfare: $350 **(Dependent on location)**  
Conference + Hotel: $999 **($799 before July 31)**

**Total: $1,349 ($1,149 if I register before July 31)**

Following my return from the 2021 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. POLARIS Laboratories® has made it their priority to ensure the Customer Summit is as safe as possible for all attendees and has put together COVID-19 safety guidelines for the event.

Thank you for your consideration of this request. I appreciate your immediate attention to my request so I can get the best deal on this experience.

Regards,