**SAMPLE LETTER**

Dear [Manager],

I’m requesting approval to attend ICEC USA 2024, the premier event that brings together decision makers and their supporting teams from across the entire value chain of relevant converting industries. ICEC USA offers the opportunity to learn about the implementation of new technologies and solutions, and to discover leading equipment manufacturers, processing, and semi-finished product exhibitors. The event is taking place in the sunshine state Orlando, Florida from January 9 - 11, 2024.

Attending ICEC USA 2024 is an excellent opportunity for me to explore a variety of converting products, new technologies, and investments that add value to our business.

In addition to discovering suppliers and products, ICEC USA offers a robust conference program including product demonstrations, panel discussions, and technical presentations. This will give me new insights and skills to implement into our current projects, leading to better outcomes.

Here are a few ways in which my attendance will benefit our team:

**Competitive research:** By attending ICEC USA, I will gain valuable insights into the strategies and technologies adopted by other leading companies in the converting industry. This information will help us benchmark our progress and make informed decisions to stay ahead of the competition.

**Industry Insights:** ICEC USA will provide me with access to top converting experts, CEOs, CTOs, and key decision-makers. Interacting with these industry leaders will broaden my understanding of market trends and industry best practices.

**Supplier analysis:** I will use this opportunity to evaluate exhibitors and identify potential suppliers who can address our current challenges. Finding the right partners and solutions can streamline our operations and drive innovation in our projects.

**Networking:** ICEC USA will bring together key players and experts in the converting industry. This presents an excellent opportunity to build valuable connections, exchange ideas, and potentially form partnerships that could benefit our business.

Please let me know if you need any additional information and thank you for considering my proposal.

Sincerely,

[your name]