**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**: I’ll be directly exposed to key players from other leading companies. This is a chance to monitor progress and measure the results of the implementation and deployment of other aluminum technology.
* **Comprehensive education**: I’ll get expert insights and hear from top aluminum experts, CEOs, CTOs, and key decision makers that shape the future of the industry.
* **Supplier analysis**: I will evaluate exhibitors to find the best fit for solving our current challenges and inspiring new methods for our projects.

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

Sincerely,

[your name]