

Dear **[insert name of manager]**:

The **Automation World Conference & Expo** will take place May 14-15 at the Chicago Marriott O'Hare. I would like to request approval to attend this conference, as it will enable me and our company to learn more about the automation strategies and technologies we are currently using and/or those we should be using to benefit our operation.

The Automation World Conference & Expo is an annual peer-to-peer educational event, produced by *Automation World* and PMMI Media Group, which brings together manufacturers from discrete and process industries; system integrators; equipment builders; and automation solution providers.

**The conference provides the opportunity to see what manufacturers are achieving** through the implementation of new technologies – solutions that I will bring back and share with our team.

**Attendees can also choose from a variety of afternoon Technology Workshops**, each lead by a subject matter expert from a leading vendor. These Workshops have been consistently praised by conference attendees as among the most valuable content at the conference; they offer a deep dive into specific technologies that are relevant to our operation.

**In addition, ample networking time will enable me to connect** with peers, meet presenters and visit vendor exhibits. These connections can benefit our company long after the conference ends.

You can learn more about this year's program at [AutomationWorldConference.com](http://AutomationWorldConference.com)

**Cost to Attend:**

Early Bird Registration: \$795.00

Travel Costs:

Airfare: \$

Discounted Hotel: \$184 / night at the Marriott (free shuttle from O'Hare)

Breakfast and lunch is included with conference admission

Additional Meals: \$

**Total estimated conference costs: \$**

Thank you for considering my request to attend the Automation World Conference & Expo.

Sincerely,

**[Your name]**