**COVER LETTER TO SUPERVISOR**

Date  
  
Dear ,

I would like to attend the **[insert exhibition or event]**, **[insert date of exhibition or event]** in **[insert city and state of exhibition or event]**. The conference will enable me to attend a number of education sessions that are directly applicable to my work and will allow me to network with a variety of association experts and colleagues from around the world.

Many of the presentations are tailored and will provide me with tools to reduce costs, increase reach, motivate attendance, etc. I am seeking approval for registration fees, travel expenses to the conference and hotel accommodations during the event. A detailed cost breakdown is included below.

I plan to achieve the following three objectives:  
*(Example for Organizers – I plan to take back three innovative and trending ideas to implement in our next meeting or event. Example for Suppliers – I plan to make at least three connections with decision makers that could lead to new business.)*

1. Objective 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Objective 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. Objective 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

After reviewing the conference brochure, I have identified a number of education sessions and have listed those on the attached worksheet. The presentations are facilitated by both industry experts and colleagues who have faced similar challenges. I chose each presentation because it directly relates to an issue we currently face.

The full price conference fee is **$XX**, but can be reduced by registering before the early discount deadline of **[insert early bird discount rate and deadline]**.

[**Insert your travel cost numbers here**]  
Here is the breakdown of conference costs:  
Conference Registration Fee: **$**

CEM/Designation Courses (if applicable): **$**

Roundtrip Airfare: **$**

Transportation: **$**   
Hotel: **$**   
Other (Meals, Per Diem, etc.): **$**

The total costs associated with attending this conference are: $

I look forward to bringing my key takeaways back to implement and share with our organization to strengthen our engagement, enhance efficiency and productivity and impact our bottom line. Please review the Cost/Benefit Worksheet (attached) to see the value my attendance will bring to the organization in hard dollars.

Upon my return from IAEE’s Expo! Expo! Annual Meeting & Exhibition, I will review my original objectives and provide you back with a report on how I will be able to apply what I learned. I will tie these learnings to our organizations short-term and long-term goals, marketing plan, budget and strategic plan. I assure you that by attending this event, I will provide added value to our company.

Sincerely,