Dear [supervisor’s name],

I’d like to request approval to attend the Marketing for Manufacturers Forum at the American Ceramic Society’s 6th Ceramic Business and Leadership Summit in Cleveland, Ohio April 24, 2017.

**Here’s what it’s all about**

Marketing for Manufacturers Forum is one full day of sessions packed with marketing expertise, tangible takeaways, and inspiring stories from top industry leaders. This year’s speakers include Gordon Nameni of BCC Research, Rebecca Geier of TREW Marketing, Kevin T. Gahagan and C**é**line Guermeur of Corning Incorporated, Alexander Frenzl of NETZSCH-Gerätebau GmbH, and Colleen Snyder and Stephen Harrison of The Cleveland Museum of Art.

In between sessions, I’ll have the chance to network and share ideas with industry leaders, marketing and sales specialists, products developers, and creative minds from across the country. We’re always exploring opportunities to improve our marketing and product development efforts – and this summit will help us do just that.

**Here’s what I’ll learn**

Experts from across the marketing landscape will present in-depth sessions on marketing opportunities, managing product introductions, smart marketing to engineers, and using business intelligence. Case studies will illustrate principles – the founder of an additive manufacturing company will show us how to market new technology, an international instrumentation manufacturer will take us through multidirectional industry segments through strategic marketing. In addition, all attendees will develop a customized marketing action plan for their company and products. The day ends with a networking dinner with art curators talking about recent findings on art ceramic glazes.

Specifically, I’ll be able to apply what I learn to the following projects:

· [Enter project here]

· [Enter project here]

· [Enter project here]

**Here’s what it costs**

Super early bird ticket: [enter registration cost here]

Travel & hotel: [enter travel cost here]

Total: [enter total cost here]

The super early bird rate is only available until March 24, 2017 and the discounted hotel rate is first come, first served, so we’ll get a better deal the sooner I can register.

Thanks for considering my request!

[Enter name]