

Dear <<Name>>:

I would like to attend Coverings 2019, taking place on April 9-12, 2019 in Orlando, Florida. Coverings is the premier international trade fair and expo dedicated exclusively to showcasing the newest in tile and stone and is produced by the industry, for the industry.

Although Coverings has one of the best conference sessions in the industry with important and timely education sessions – many of which provide CEU credits – it is completely free to attend. Coverings understands the importance of keeping up on trends in the industry, seeing and demoing the latest technologies and innovations, meeting new suppliers and networking with fellow colleagues.

With registration already taken care of, I am seeking approval for time away from the office and travel/housing-related expenses. An estimated cost breakdown is included below:

Airfare:	<<\$###>>
Transportation:	<<\$###>>
Hotel:	<<\$###>>
Meals:	<<\$###>>
Education/CEU Fee:	\$FREE\$
Registration Fee:	\$FREE\$
TOTAL:	<<\$###>>

I know attending will help us meet our goals for 2019 by providing us with a competitive edge and a significant return on investment.

I plan to attend several free education sessions focusing on <<fill in topic areas>> that could immediately be put to use with <<project(s) you are working on>>. The sessions are presented by leading tile and stone industry experts and take place during all four days of the show. I plan to attend at least <<insert number of sessions>> of the sessions Coverings 2019 offers.

((As an added benefit, these sessions will allow me to fulfill my annual <<select one: AIA/ASID/IDCEC/NKBA/state>> certification requirements at no charge.))

In addition to the education, the Coverings show floor features live demonstrations, installations and workshops, and also more than 1,100 global exhibitors showcasing the latest tile and stone innovations. I know that we are looking for ideas for new <<insert your list products, machinery, technologies you are currently looking to purchase>>, and I can investigate all of the latest options at Coverings.

Lastly, more than 26,000 industry professionals will be in Orlando for Coverings 2019, giving me the opportunity to develop stronger industry relationships and to find solutions to some of the biggest challenges we're facing.

When I return, I can debrief the rest of the team on key solutions and findings obtained from attending Coverings 2019. Thank you in advance for your consideration.

Sincerely,

<<Your Name>>