

Dear <<Name>>:

I would like to request approval to attend Coverings 2020, taking place on April 20 – 23, 2020 in New Orleans, Louisiana. For thirty years, Coverings has been the preeminent event for the ceramic tile & natural stone industry in North America and is produced by the industry, for the industry.

Although Coverings offers some of the best and most wide-ranging educational opportunities in the industry – many of which provide CEU credits – there is **no cost to attend** the expo or the sessions. Coverings understands the importance of keeping up on trends in the industry, seeing and demoing the latest technologies and innovations, finding new suppliers and networking with fellow colleagues.

Since registration is complimentary, 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:	<<\$###>>

By attending Coverings 2020, I'll be better prepared to not only meet but exceed my company goals by gaining a competitive business edge.

I plan to attend several learning opportunities focusing on <<fill in topic areas>> that could immediately be put to use with <<project(s) you are working on>>. These 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 educational offerings at Coverings 2020.

(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 New Orleans for Coverings 2020, 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 2020. Thank you in advance for your consideration.

Respectfully submitted,

<<Your Name>>