

Dear <Decision Maker's Name>,

I would like your approval to attend RoboBusiness 2017 taking place this September 27-28 in Santa Clara, CA. RoboBusiness is the must-attend event for professionals who want to profit from the growing impact of robotics in their industries and professions. It also houses the largest dedicated robotics expo in North America.

There is no other event where I will have the opportunity to learn about how emerging robotics solutions will impact our business while viewing hundreds of the latest commercial robotics solutions and networking with top executives invested in robotics from around the world.

It's important that we are at this event, and I hope that you will approve my attendance this year as I am certain I will gain invaluable information, strategies and relationships that will directly benefit <company>.

By attending, I will:

- Learn how to craft and implement a successful robotics strategy
- See hundreds of robotics products and compare the best solutions for your business needs
- Build relationships with the most influential end users, investors, and solutions providers
- Find ground-breaking, revolutionizing and life changing advancements being made
- Become a vital part of the robotics ecosystem and help shape the future of business

If I register to attend by July 29, I'll be eligible for the discounted rate of \$995, plus travel expenses.

I will return from RoboBusiness with the tools I need to keep <company> ahead of competitors and abreast of the latest technologies while exploring the ways in which can improve our business strategy and profitability.

Thank you for your consideration. I look forward to your reply.

Sincerely,

<Your name, title, and other signature information>