

**SAMPLE LETTER**

I am writing to seek your approval to attend InfoComm® 2025, which will be held in Orlando, FL, from June 7-13. As the most comprehensive professional audiovisual event, InfoComm brings together manufacturers, integrators, dealers, and end-users from around the world to showcase cutting-edge technologies, products, and services. Participating in this event offers an invaluable opportunity for both my professional development and the strategic growth of our company.

**Key Reasons to Attend:**

* Innovative Technologies: I will have the chance to experience firsthand the latest innovations that can enhance our operational capabilities and give us a competitive edge.
* Expert-Led Sessions: I plan to attend educational sessions and workshops, from which I will gain insights directly applicable to our current and future projects.
* Networking with Industry Leaders: By engaging with other professionals from the pro AV industry, I can forge connections that may lead to valuable partnerships and collaborations.
* Training Courses: I can take courses that will help me earn RUs and maintain my CTS® certification.

**Post-Event Deliverables:**

* Summarized Report: I will compile a report with actionable insights that can guide and optimize our team’s efforts.
* Internal Presentation: I will deliver a presentation sharing the knowledge and connections acquired, ensuring our team is aligned with the latest industry trends.

Attending InfoComm 2025 aligns directly with our organizational goals of fostering innovation and achieving excellence. I am confident that the insights gained and connections made will be exceptionally beneficial to our projects and strategic direction.

Thank you for considering my request. I am eager to leverage this opportunity to further contribute to our team's success.