*{Date}*

*Dear {Manager}*

*I would like to attend the Annual APMP-NCA Mid Atlantic Conference & Expo, at the {Date/Location}. This premier event for proposal professionals offers a number of sessions that are directly applicable to my work, and would allow me to do the following:*

* *Learn from expert industry speakers*
* *Gain exposure to the latest and recommended technology, tools and techniques*
* *Learn about the results from relevant case studies*
* *Learn about different management techniques*
* *Have networking and interaction opportunities with colleagues and vendors*
* *Access speaker notes and presentations after attending*
* *Earn Continuing Education Units (CEUs) for maintaining my APMP Accreditation status*

*I am seeking approval for the registration fee, travel expenses to the conference and expenses during the conference. I also wish to attend the certification day offered by, {Company Name}, prior to the conference. The total costs for the conference are {fill in blank}.*

*The presentations that I would attend would expand my knowledge in {fill in topic areas} that will be useful immediately with {proposals(s)/project(s) you are working on}. The presentations are given by experts in the field from leading and well-known companies, and relate directly to {proposal(s)/project(s) you are working on}. Getting the information in a seminar format will reduce the time and cost normally incurred in researching the topics separately. Incidentally, I have only listed some of the sessions that I will attend. There are over 20 sessions scheduled over the course of the conference.*

*The opportunity for me to develop better contacts with industry experts and to gain knowledge in specific areas of business development strategy makes my attendance at this conference a wise investment.*

*Sincerely,*

 *{Your Name}*