

**Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,**

I would like to attend the 2025 ESCA Summer Educational Conference, to be held in Coeur d’Alene, Idaho June 29 – July 2, 2025.

In our highly interconnected live events and exhibition industry, it is crucial to build and maintain relationships as well as stay updated on the latest industry trends to expand our reach and sustain our current avenues. The ESCA Summer Educational Conference presents the opportunity to strengthen our connection with industry peers, stay informed on emerging trends, and reinforce our presence among both current and potential clients.

Outlined below are key reasons why attending the ESCA Summer Educational Conference is essential for our continued business success:

1. Networking Opportunities: ESCA offers unparalleled opportunities to connect with industry experts and potential clients. Engaging with peers in this setting can lead to collaborations, partnerships, and new business opportunities. Establishing these connections will enhance our visibility and credibility within the industry.
2. Educational Value: The conference will feature thought leaders and top industry professionals who will share valuable insights on the current state of the industry and trends on where it is headed. This education will provide us with actionable knowledge to apply directly to our business.
3. Enrichment Activities: The learning and networking offerings extend beyond the sessions, as ESCA focuses on creating natural opportunities for peer-to-peer discussions during the afternoon enrichment activities.
4. Innovation: ESCA’s show floor allows for meaningful engagement with exhibitors, providing access to the latest industry trends and innovation. This setting opens doors to new connections and potential partnerships that could drive our business forward.
5. Advocacy Efforts: As ESCA aims to drive positive change in the industry, my representation will allow us to contribute our perspectives and stay informed about collaborative efforts that can benefit our business and the industry.

I am seeking approval for registration fees, travel expenses to the conference, and hotel accommodations during the event. A detailed cost breakdown is included below.

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| --- | --- |
| Registration Fee | $ |
| Hotel | $ |
| Airfare | $ |
| Transportation | $ |
| Other (Meals, Per Diem, Etc.) | $ |
| Total Cost of ESCA Summer Educational Conference | $ |

While attending the conference represents a significant investment, I am confident that the benefits outweigh the costs. Upon my return from the ESCA Summer Educational Conference, I will provide a report how I will apply my newfound knowledge and connections to contribute to our company’s long-term growth, competitiveness, and industry recognition.

Thank you for considering my request. I am looking forward to the possibility of representing our company at this important industry event.

Sincerely,