To:

From:

Re: Proposal to Attend Licensing Expo 2020

Hello <manager>,

I would like to explore solutions that can have a significant and positive impact on our company’s success and bottom-line revenue. I’m writing to ask for your approval to attend [Licensing Expo](https://www.licensingexpo.com/?tag=arti_x_lxpor_ms_tspr_lxpo_x_x-justify-trip), the world’s largest brand licensing trade show happening in Las Vegas, NV on May 19 – 21, 2020.

More than 5,000 of the biggest brands exhibit on the trade show floor, including Universal, the NFL Players’ Association, BuzzFeed, and Sesame Workshop, looking to connect with the 16,000+ retailers, manufacturers, and wholesalers like us who attend each year. There are keynotes, training and certification opportunities, and plenty of sessions, so there will be ample opportunities to learn about the brand licensing industry.

The main reason I’d like to attend Licensing Expo is to get to know the licensing community and learn best practices from people and companies who face similar challenges that we face. Brand owners, manufacturers and retailers speak at these sessions about their path to success and I’d like to be there to learn how we can adopt these strategies to grow our business.

I’ve broken down the approximate cost of my attendance:

**Airfare:**  $xxx

**Hotel:** (3 nights at $xxx) $xxx

**Meals:** (3 days at $xxx) $xxx

**Registration Fee:** **FREE**

**Session Fee:** $225 for non-Licensing International members/

$195 for Licensing International members

**TOTAL: $xxx**

Licensing Expo has negotiated discounted rates at local Vegas hotels through [Convention Housing Partners](https://chphousing.wufoo.com/forms/x1a1bzk036x0ou/?MCAID=77FB1CFE532B22840A490D45@AdobeOrg). If I book my hotel early enough, there’s even more opportunity for cost savings. On my return, I will share key takeaways including those that we can implement immediately to maximize our licensing program and impact our bottom line. Thank you for considering this request.

Best,

<name>