

Thank you for your interest in attending RoboBusiness Europe 2018. Below is a letter template you can use to help to justify your attendance. Simply fill in the [red bracket] portions. This will outline the value that attending RoboBusiness Europe 2018 provides. Not just for yourself, but for your entire organization.

Dear [Decision Maker's Name],

I would like your approval to attend RoboBusiness Europe 2018 taking places between 13 and 15 February 2018 in Rotterdam, The Netherlands. RoboBusiness Europe is the must-attend event for professionals who want to profit from the growing impact of robotics in their industries and professions. It houses the largest robotics exhibition and conference in Europe.

There is no other robotics event where I will have the opportunity to learn about how emerging solutions will impact our business while viewing many of the latest robotics solutions and networking with top executives.

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 [name of your organization].

By attending, I will:

- Learn how to craft and implement a successful robotics strategy
- See many products and compare the best solutions for our 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

I will return from RoboBusiness Europe with the tools I need to keep **[name of your organization]** 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]