



[Insert Date]

Dear [ENTER MANAGER'S NAME]

I would like your approval to attend the ASTA Annual Convention in Minneapolis, MN from June 21-24, 2017. This event is designed to educate agriculture professionals on crucial industry topics, foster business exchange and provide networking opportunities. As I continue to progress in my career, this kind of learning opportunity will help me be more successful in my job.

By attending, I'll gain access to the industry professionals that are affecting change in our industry on crucial domestic and international seed industry policies. I'll be able to share not only our company's ideas, but have us become an influencer at the table and create a dialogue so we can learn from each other and build relationships that will help us for years to come.

While attending, I'll be able to gather for our company the content presented in more than 25 sessions, 4 professional tours and 2 keynote general sessions.

The 2017 Annual Convention will cover the following topics that are relevant to my work:

- Topic 1 and why it matters (choose from organic seed, plant breeding innovation, legislative and legal concerns, phytosanitary issues, seed treatment, communications, intellectual property rights, environmental and conservation seed/cover crops, seed packaging, social media)
- Topic 2 and why it matters
- Topic 3 and why it matters

I'm confident that my ASTA Annual attendance will directly influence the quality of my work on [PROJECT NAME]. When I get back, I'll share takeaways with our team, including ones we can implement immediately and ones that will help us strategically achieve our group goals.

Here is the approximate cost of my attending the ASTA Annual Convention:

- Airfare/travel: [IF APPLICABLE, \$]
- Hotel: [IF APPLICABLE, \$175 per night]
- Event registration: [\$ AMOUNT449]
- Total: [\$ AMOUNT]

The earlier I register, the cheaper it will be, as I'll be able to take advantage of booking in the conference hotel room block and discounted registration. You can read more about ASTA Annual at <http://www.betterseed.org/events/asta-annual-convention/>.

Thank you for taking the time to review this request. I'm looking forward to hearing from you.

Sincerely,

Name

[Your Title]
