

To:

From:

Re: Attendance at GS1 Connect 2023

Hi [supervisor's name],

I am seeking your approval for my attendance at [GS1 Connect 2023](#) in Denver, CO, June 5 – 7, at the **Gaylord Rockies Convention Center**, GS1 Connect® is an annual conference where attendees share industry trends and best practices for supply chain visibility and product data management. The conference also offers unique networking opportunities with leading brands, distributors, retailers, operators, technology providers, and GS1 US experts to help implement GS1 Standards to address business challenges—not just for today, but in planning for the future.

After reviewing the [conference program](#), I have highlighted below why I would like to attend, and seek your approval for registering.

**1. Getting Business Done**

- 60% of attendees return year after year! I will be able to meet with our trading partners and industry peers all in one place to conduct business. As attendees, we can meet with solution providers and participate in [Trading Partner Roundtables](#) and “How to do Business with...” sessions that provide actionable information that I can put to work when I return to the office.

**2. Keeping up with Trends to Innovate for the Future**

- I will be taking the time to reset, reframe, and reevaluate our business strategies in an environment that encourages sharing, learning, and collaboration. All attendees will learn about breakthrough solutions to shared industry challenges that no one organization can solve on its own. The Innovation Track and Startup Lab Pitch Competition are opportunities for me to learn how emerging technology and business processes intersect with standards and the digital supply chain.

**3. Learning & Education**

- There are eight distinct tracks with more than 50+ sessions, enabling me to customize my experience!

**4. Networking**

- In addition to the robust session content, I will engage with over 1,200 individuals from approximately [450 companies](#). I will gain new insights from this diverse group of cross-industry peers and discover new tools and resources I can bring back to the organization and help with my professional development.

**5. One trip, many touchpoints**

- Before attending GS1 Connect 2023, I can participate [\[put your specific industry meeting title here\]](#), or GS1 US University to: \_\_\_\_\_ [\[put your specific goal here\]](#).

### Cost vs. Value

It's true that there is a cost to attend, but GS1 Connect this year is offered at a year-round "early bird rate" of \$1,800 and by registering prior to March 31 I can qualify for extra VIP benefits, including a complimentary night stay on Sunday, June 4, in time to arrive for *[put your specific industry meeting title here]*, or GS1 US University classes on Monday. The value from being able to conduct [ ] meetings on site with [ ], [ ], and [ ] will help offset the costs. Plus, I will bring back learnings and best practices that directly translate into improvements in productivity and outcomes.

- Registration before March 31 includes extra VIP benefits \$1,800
- GS1 US University
- Air
- Hotel (X nights @\$289+ tax/fees)
- Meals (most included in the conference fees)
- Mileage/Taxi [ ]
- Total

### Debrief Plan

I'd like to work with you to develop a plan to share learnings with relevant parties within our organization after the conclusion of the conference. By relaying the key takeaways and resources from the sessions and speaker presentations, I can provide value to the team, as well as other departments within the enterprise who could benefit from the information.

Sincerely,

*<Insert your signature>*